

Modern LITHOGRAPHY

FEBRUARY - 1952 - VOLUME 20 - NUMBER 2



Offset plant doing its Pentagon duty

In this issue

Offset in the Pentagon • New Offset Installation in South
Paper Controls Aid in Pressroom • River Lore Sparks Offset Books

Oriental Blue 604 FP

Senelith Inks

were the first lithographic inks
made from dyestuffs
treated with sodium tungstate
for better sunfastness
and are still leading
with their outstanding resistance properties

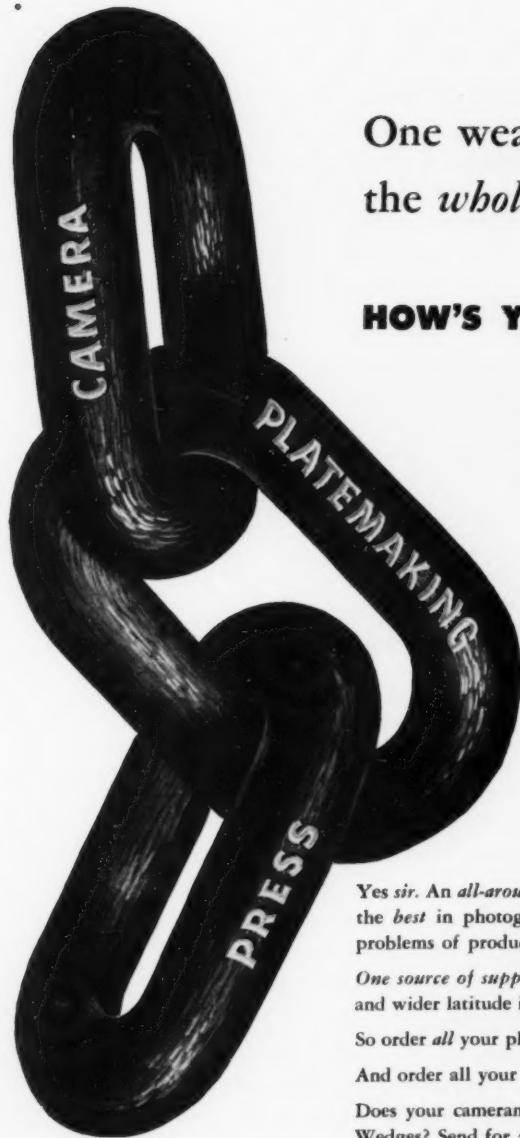
Our booklet "Inks, Lithographic and Printing" may be obtained on request

The Senefelder Company, Inc.

"Everything for Lithography"

32-34 Greene Street

New York 13, N. Y.



One weak link can destroy
the *whole* chain . . .

HOW'S YOUR CAMERA "LINK"?

Everything begins with the camera. If photographic results are off, the chain is weak at the start and everything suffers — plates, presswork and finished quality. Result — trouble.

You've got to treat the original copy like a baby.

The right formula, the right selection, the right combinations of photographic materials — plates, film, chemicals and various specialties must be used *for the specific job at hand*. Not all jobs are alike.

So — you need careful technical control, and you need an adequate supply of all types and brands of photographic supplies and photochemical specialties, for all conditions and for emergencies.

You've come to the right source. ROBERTS & PORTER supplies *both* the technical control *and* the complete line of photographic supplies.

Yes sir. An *all-around* supply service — providing a complete selection of the *best* in photographic materials and technical help for meeting all problems of production.

One source of supply — the answer to speedy service, economy, efficiency and wider latitude in ordering!

So order *all* your photographic supplies from *Roberts & Porter!*

And order all your *scotch tape* and *carbons* from Roberts & Porter!

Does your cameraman have a supply of R & P's *free* Screen Checking Wedges? Send for *your* supply now!

◀ all available from any one of Roberts & Porter branches!

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344 N. Vermont Ave. • BALTIMORE 15 W. Preston St. • KANSAS CITY 700 W. 12th St.

ANSO
DU PONT
and
EASTMAN
products

FOTOSSETTER

COMPOSITION

is *beautiful*

- The type you're reading tells its own story. It was produced on a Fotosetter photographic line composing machine. Note the *full-kerning* of the individual character combinations . . . the over-all beauty of the composition. Here's how the Fotosetter machine achieves these typographic effects:



- Fotosetter matrices (left) can be thick or thin . . . do not have to be letter-wide as in the case of line casting machine matrices (right). Since there is no limitation on Fotomat thickness, you obtain close-fitting, full-kerning composition.
- The Fotosetter machine not only offers typography of *unexcelled refinement*; it also eliminates costly steps in the process of reproduction and insures sharp, clear enlargements.
- Sharpness of Fotosetter letters is held on the plate, since it is possible to keep emulsion-to-emulsion contact for reproduction of the highest quality.

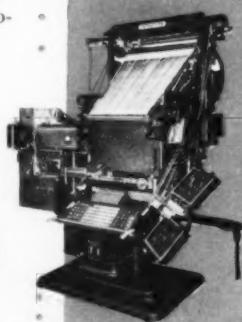
For photographic composition, too,
look to Progressive Intertype



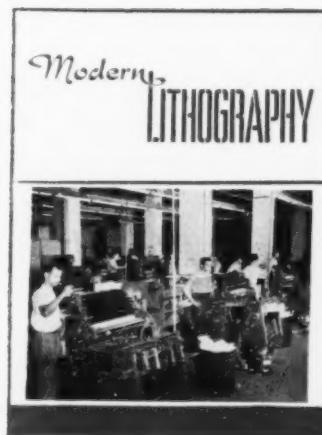
New Horizons brochure describes fully why it will pay you to investigate the advantages of Fotosetter composition. Send for your copy.

INTERTYPE CORPORATION

- BROOKLYN 2, N. Y.
- CHICAGO 10, ILL.
- SAN FRANCISCO 11, CAL.
- LOS ANGELES 15, CAL.
- NEW ORLEANS 10, LA.
- BOSTON 10, MASS.



Fotomat in Berkerville and Fotomat



THE COVER

These 14 x 20" offset presses are part of the Defense Printing Plant deep in the vast basement of the Pentagon Building on the outskirts of Washington, D. C. For more pictures and a story of this plant, see page 28.

ROBERT P. LONG
Editor

JOHN A. NICHOLSON
Advertising Manager

CHICAGO OFFICE
333 North Michigan Ave.



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MODERN LITHOGRAPHY

VOLUME 20, NUMBER 2

Reg. U. S. Pat. Office

FEBRUARY, 1952

SUBSCRIPTION RATES: One year \$3.00, two years \$5.00. Canada and Pan America, one year, \$4.00, two years, \$7.00. Foreign, one year, \$5.00, two years, \$9.00. Group subscriptions (U. S. only) Four or more entered as a group, \$2.00 each. (May be sent to different addresses.)

WAYNE E. DORLAND, President; IRA P. MACNAIR, Secretary-Treasurer. Published monthly on the 15th by Industry Publications, Inc., 123 Market Place, Baltimore 2, Md. Advertising and Editorial Office, 175 Fifth Ave., New York 10, N. Y. Advertising rates made known on application. Closing date for copy—20th of the month previous to date of issue. Entered as second class matter at the Post Office at Baltimore, Md., under the Act of March 3, 1879.

Address all correspondence to 175 Fifth Avenue, New York 10, N. Y.

National Advertisers!

Here's a Perfect Combination for You!

Television



Bus and
Car Cards



Point-of-
Sale
Displays



Television and radio advertisers cannot neglect the two other important members of a winning, sales-getting combination—bus and car cards and point-of-sale displays.

Some of the most successful national advertisers are now amplifying the effectiveness of their television advertising through the coordinated sales teamwork of bus and car cards and point-of-sale displays, printed, lithographed or

screen processed on Falpaco Coated Blanks.

The G. E. cards shown above were printed on Falpaco Coated Blanks, coated one side for letterpress, by The Tabard Press Corp., New York City for The General Electric Company.

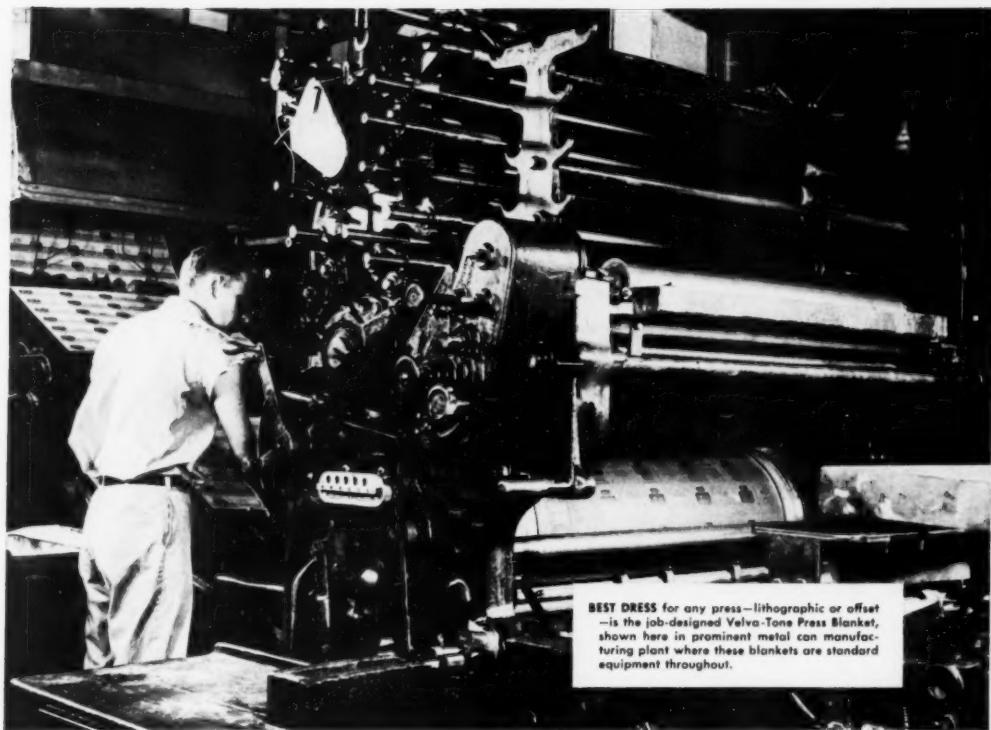
Specify Falpaco Coated Blanks or Falpaco Display Board for bus and car cards and point-of-sale displays.

Distributed by Authorized Paper Merchants from Coast to Coast



FALULAH PAPER COMPANY

New York Office—500 Fifth Avenue, New York 18 • Mills: Fitchburg, Mass.



BEST DRESS for any press—lithographic or offset—is the job-designed Velva-Tone Press Blanket, shown here in prominent metal can manufacturing plant where these blankets are standard equipment throughout.

with Metal, too—

VELVA-TONE PRESS BLANKETS MEAN MEASURABLY BETTER RESULTS

You can be sure of exact duplication of your original art when your metal lithographing press is dressed with Velva-Tone blankets by Goodyear, because these blankets are absolutely uniform in texture. No pinholes or flaws cause blurred reproduction. The blankets are proof against damage by inks or driers—eliminate embossing, debossing and tackiness. Their smooth-as-velvet surface lasts throughout the measurably longer life of Velva-Tone blankets.

The reason you can be sure of this outstanding service in your plant is Goodyear's decades-long experience in developing rubber compounds to do specific jobs better than they've ever been done before. You can get Velva-Tone press blankets for any lithographing or offset printing operation—in either red or black face. Write for details on the blanket best suited for your operation to Goodyear, Printers Supplies Dept., Akron 16, Ohio.

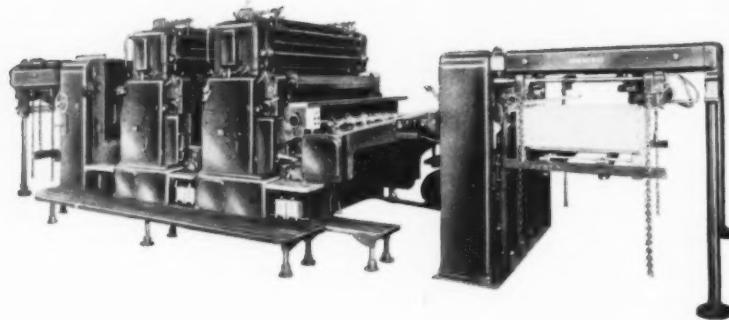
GOOD YEAR

THE GREATEST NAME IN RUBBER

We think you'll like "THE GREATEST STORY EVER TOLD"—Every Sunday—ABC Network

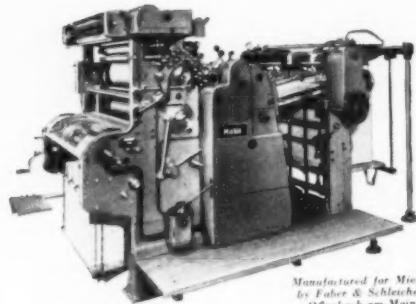
Velva-Tone—T. M. The Goodyear Tire & Rubber Company, Akron, Ohio

large press • small press



IN OFFSET IT'S MIEHLE

• The many large single and multicolor Miehle Offset Presses operating so successfully in leading lithographic plants throughout the country now have a worthy companion in the new single color Miehle 29 Offset—"the small press with the big press features." Send for illustrated folders describing these outstanding presses.



Manufactured for Miehle
by Faber & Schleicher,
Offenbach-am-Main

It's Miehle for highest quality and top production

MIEHLE PRINTING PRESS & MANUFACTURING CO.
Chicago 8, Illinois



Winning on Performance

Production of **HILLCOURT OFFSET** has been stepped up as more and more printers learn about this clean bright sheet that has everything a fine offset sheet should have. Try **HILLCOURT OFFSET** on your next job. It is stocked at the mill in 60 lb. weight, ready for overnight shipment to most points. Order direct from the mill or through our New York office, 250 Park Avenue.

HILLCOURT OFFSET

Fitchburg Paper Company

FOUNDED IN 1861

MILLS AND MAIN OFFICE: FITCHBURG, MASS. N. Y. OFFICE: 250 PARK AVE., N. Y. 17

The 20th ANNUAL CONVENTION
of the
National Association of Photo-Lithographers
will be held in the
Hotel New Yorker, New York, N. Y.
Wednesday, Thursday, Friday, Saturday
November 5-6-7-8 - 1952

A LIMITED NUMBER of exhibit spaces are available for those who sell to the lithographic industry, on the basis of first come, first served.

For Exhibit Space Write to:

Walter E. Soderstrom, Executive Vice-President
National Association of Photo-Lithographers
317 West 45th Street
New York 36, N. Y.

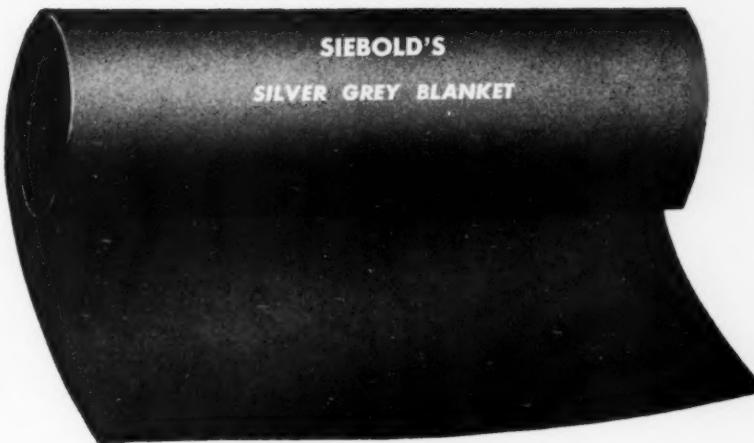
For Suites and Room Reservations Write to:

M. M. Witherspoon, Assistant Convention Manager
Hotel New Yorker
Eighth Avenue & 34th Street
New York 1, N. Y.

NATIONAL ASSN OF PHOTO-LITHOGRAPHERS

317 WEST 45th STREET NEW YORK 19, N. Y.

STEP UP PRODUCTION with SILVER GREY BLANKETS



The transfer of the image to the sheet from the Blanket of an offset press is the most essential point in Offset Lithography.

By using Silver Grey Blankets, you will be able to see at a glance the true picture of the image before it reaches the sheet.

You can easily foretell the sharpness of the Dot, the clarity of the highlight and the true value of the Halftone.

Try one of these new Silver Grey Blankets and you will be convinced of the real reason for stepped up Production at no increased cost.

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THE ELECTRON-O-PLATE MACHINES
LITERATURE SENT ON REQUEST

"OVER A HALF CENTURY OF SERVICE"



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PRINTING—LITHOGRAPHIC INKS AND SUPPLIES

Everything for the Lithographer

47 WATTS STREET • NEW YORK 13, N. Y.

MEMBER Lithographic Technical Foundation and National Association of Printing Ink Makers



*Reg. U. S. Pat. Off.



When you plan printing for any purpose, keep this trade-mark in mind. It's the smoothest thing in paper! It represents the diversified and standard Mead brands of printing papers for every business and advertising use.

Your printer or lithographer—and, behind him, America's leading paper merchants—knows Mead Papers for what they are and for the fine job they

do on long runs or short runs, big jobs or little jobs, high-cost jobs or low-cost jobs.

Mead Papers include D&C coated papers and Wheelwright brists and covers. Among them are surfaces, sizes, weights, and colors for every printed need...some smooth and white as country snow.

Specify and use Mead Papers for every job, every time.

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ESTABLISHED 1846

T.M. Reg. U.S. Pat. Off.



MEAD PROCESS PLATE is the low-cost coated paper for fine letterpress printing in one or many colors. Its smooth, glossy surface is ideal for high-speed printing with fine-screen engravings . . . and with regular, "heat-set," or "flash-dry" inks. A sample book is yours for the asking.

"Mead Papers mean business." That's what the series of full-color advertisements is saying this year to the 1,850,000 readers of *Time* and *Business Week*.

**"FOR YEARS . . .
I'VE USED NOTHING BUT
LITH-KEM-KO
OFFSET CHEMICALS"**



"When I want chemicals for the plateroom, pressroom or art room, I know that I can depend on the products bearing the LITH-KEM-KO label. The chemicals are of high quality and are always uniform. If I order an ounce or a ton — a pint or a barrel we get the same smooth working qualities in every batch.

"What's more we can get every chemical we need for offset lithography from the one source. The LITH-KEM-KO line is complete. Press chemicals, plate chemicals both surface and deep etch and art room chemicals are included.

LITHO CHEMICAL

& SUPPLY CO., INC.
46 HARRIET PLACE
LYNBBROOK, LONG ISLAND, N.Y.



"We've tested all these chemicals and found them to be completely satisfactory. We suggest that you start using LITH-KEM-KO chemicals as soon as you can. There's a dealer near you to supply your needs in a hurry."

Write for your copy of the LITH-KEM-KO Catalog. It gives complete information on products and instructions on platemaking.



There's Easier Living In The Darkroom Now

**... AND NOBODY WORRIES
ABOUT WATER TEMPERATURE!**

Time was when the finest camera work had its head knocked in before the negative ever got out of the darkroom! The culprit invariably got away down the drain and was never apprehended.

Today, with a flick of a switch and one dial setting, water temperature is quickly brought to within plus or minus $\frac{1}{2}$ ° F. and kept there throughout the entire day's production.

This is the basic function of the Chemco Controlled Temperature Darkroom Sink, Model 910. With it go impressive features of economy, efficiency, convenience and long trouble-free performance so sought after, and rarely obtained, by every gallery! **GET THE FULL STORY ABOUT HOW THIS CHEMCO DARKROOM SINK CAN IMPROVE YOUR NEGATIVE PRODUCTION IN BOTH QUALITY AND QUANTITY! WRITE TO ANY CHEMCO BRANCH.**

MODEL 910*

THE CHEMCO CONTROLLED TEMPERATURE DARKROOM SINK. This is the sink that cares nothing about temperature outside or inside, winter or summer... and it makes no difference if your water supply is too cold or too warm! The desired processing temperature is set on the dial... water supply is cooled or heated to within $\frac{1}{2}$ ° F. of that setting, and fast!



*Where cool water (65° F. or cooler) is available the year round, inquire about the Model 911. This is identical to the Model 910, equipped with a pressure equalized thermostatic mixing valve instead of the heater-cooler unit.

**CHEMCO
PHOTOPRODUCTS
COMPANY, INC.
GLEN COVE, NEW YORK**

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Snowland Bond

makes your printing problems melt like magic . . .

it's as smooth as ice on the press, sparkling as a snowscape . . .

and fast running as a ski slide!



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BIRMINGHAM CHICAGO DAYTON HOUSTON MANILA NASHVILLE PHILADELPHIA SEATTLE

ERVICE FROM CONVENTIONAL



Actual halftone background enlarged 33 times.

Round as a Dollar...

and just as profitable

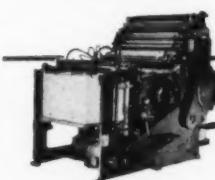
That's the extremely accurate printing impression of an ATF Chief 29 offset press.

For recent engineering changes have made it possible for an ATF Chief 29 always to print to exact image length. It is the only American-made press that has this high-quality feature. From heavy halftone areas to vignettes, all dots reproduce perfectly.

No wonder you can meet . . . and beat . . . competition, handle more work, increase profits. For an ATF

Chief 29 will outprint any press of its size on the market in the production of fine halftone and process color work. It pays off for run-of-the-hook color tints and black and white, too. It's fast. It's easy to operate. It handles any kind of stock, even the most difficult.

Ask your ATF representative for facts on how you can make money by installing an ATF Chief 29. AMERICAN TYPE FOUNDERS, 200 Elmora Avenue, Elizabeth B, New Jersey.



Type faces shown are: Stymic and Bodoni Book
Better, More Profitable Printing from the Widest Line of Processes
GRAVURE...LETTERPRESS...OFFSET

Type faces shown are: Stymic and Bodoni Book

ATF



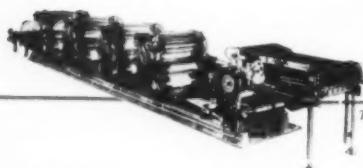
**A press
of this
button**

starts your profits rolling in

Switch on a high-speed, web-fed ATF-Webendorfer offset press and turn out production jobs in a hurry.

Webendorfer web presses can be designed to handle your largest, most complex multicolor printing—or your simplest. Cost is low, too. Four classes of web presses cover every type of work—publication, form work, web multicolor and specialty printing. Also, with separate units your Webendorfer web press easily folds, numbers, perforates, sheets, rewinds.

No matter what your offset production problem, your answer is in an ATF-Webendorfer. Contact ATF for the full story. **AMERICAN TYPE FOUNDERS, Webendorfer Division, 2 South Street, Mt. Vernon, New York.**



Type faces shown are: Century Schoolbook, Spartan Extra Bold, Spartan Heavy and Spartan Heavy Italic.

ATF

BETTER, MORE PROFITABLE PRINTING FROM THE WIDEST LINE OF PROCESSES

GRAVURE . . . LETTERPRESS . . . OFFSET

Heard how F. W.* cuts job change-over time?

The faster the wash-up, the quicker the change-over. Fast Wash-Up (F. W.) is just one of many exclusive features of ATF-Klingrose rotogravure presses that save you time and money in operation and maintenance.

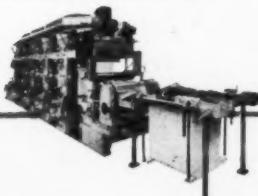
On an ATF-Klingrose press it takes only fifteen minutes per color for a job change-over. Four colors an hour. Six colors an hour and a half. In that brief time, the press is washed up, engraved cylinders removed, new cylinders put in register, new ink in circulation, and the press put back in actual printing production.

Easy accessibility of all press operating controls is a fundamental in the construction of every ATF-Klingrose rotogravure press. Unit construction and ample walk-in space lets the pressman see what he is doing at all times. ATF-Klingrose presses are printers' presses.

Investigate the complete line of ATF-Klingrose rotogravure presses and profit by their trouble-free, economical, around-the-clock performance.

AMERICAN TYPE FOUNDERS, *Klingrose Gravure Division*,
19 Rector Street, New York 6, New York.

*An exclusive ATF-Klingrose feature



BETTER, MORE PROFITABLE PRINTING FROM THE WIDEST LINE OF PROCESSES
GRAVURE... LETTERPRESS... OFFSET

4 type faces shown are: Century Bold, Century Schoolbook



T. H. Hartley Smith

OUR
CONTRIBUTION
TO THE
BETTERMENT
OF
LITHOGRAPHY

FIND OUT ABOUT ALL THE
BENEFITS OF OUR SERVICE
—WRITE OR PHONE!

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DRIER NO. 3

Prominent lithographers throughout the country have learned to appreciate Scratchproof Drier No. 3 for its unique characteristics, for the economical and successful ways in which it has helped them with their drying requirements.

Results have proven Scratchproof Drier No. 3 is the most practical dryer on the market today.

- ★ Quick drying without crystallization or chalking of ink.
- ★ Improves the lifting quality of inks, particularly on two and four color presses.
- ★ NON HARDENING of inks on distributing rollers.
- ★ Non drying of inks on press during long lapses of idle press time for unforeseen reasons, no washups during lunch hour.
- ★ Acts as a lubricant in the ink on the distributing rollers whose temperature rise tends to further dissolve SCRATCHPROOF DRIER No. 3, giving the ink a shorter fine binding.
- ★ Prevents too much emulsification or waterlogging of ink at high speeds.
- ★ Will not create after-tack in your pile, thereby eliminating summer heat and moisture difficulties.
- ★ Will not injure press rollers or rubber blankets, and will not discolor zinc or aluminum plates.
- ★ Has excellent suspension, body, and flow. Its non-settling qualities give ink necessary "slip" and tack for better distribution.
- ★ Will not cause any injurious effects if used in excess—in fact, this procedure is recommended in certain types of inks to improve their working qualities.
- ★ Ink mixed with SCRATCHPROOF DRIER No. 3 will remain tough and elastic indefinitely.

Don't be satisfied with substitutes. For better lithography . . . try SCRATCHPROOF DRIER No. 3 . . . let your own test prove its benefits to you . . . judge by RESULTS. Send for your trial order today.

NEVER SOLD IN BULK. INSIST ON OUR LABEL FOR MAXIMUM PERFORMANCE.

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NEW YORK 14, N. Y.

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LITHOGRAPHIC INKS PRINTING
DEEP ETCH CHEMICALS AND SUPPLIES

FACTORY:
BROOKLYN
NEW YORK

MANUFACTURERS OF DAMPENING ROLLERS, FLANNELS AND MOLLETON COVERS

Stop and Consider why more people choose **STRONG GRAFARC**

FULLY AUTOMATIC HIGH INTENSITY ARC LAMPS
for all photo-mechanical reproduction processes

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- Cut exposure time in half.
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- Eliminate dot undercutting by crossover of reflected light rays.

IN YOUR CAMERA GALLERY

- Uniform illumination on work of any size.
- Extreme steadiness of light volume.
- Constant color temperature.
- Eliminate illumination variable in accurate control of densities.
- Power to punch through dense Kodachromes.

ON STEP AND REPEAT MACHINES

- Precise control of intensity for accurate repeats.

Approximately twice the light per arc watt results from the use of a silvered glass reflector, instead of a metal reflector. Adapters to fit most cameras and photo-composing machines. Present line supply wiring is usually adequate.

THE STRONG ELECTRIC CORP.

1 City Park Avenue Toledo 2, Ohio

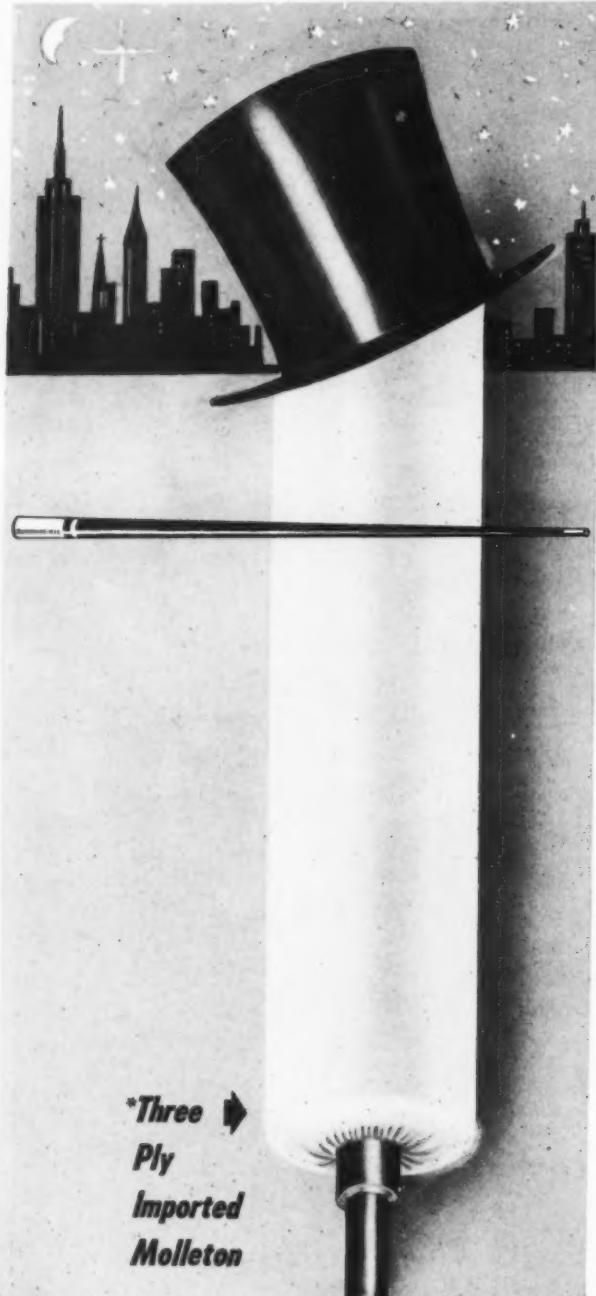
Please send free literature and prices.

NAME

FIRM

STREET

CITY & STATE



*What the
"best-dressed"
Dampening
Rollers
wear today!*

THE EXCLUSIVE NEW

TRI-MOL*

DAMPENING
COVER

 **It's that EXTRA ply...**
for cleaner solids . . . sharper half-tones in color or black and white. The tendency to lint is greatly reduced because of the long smooth cotton fibres and 3 ply construction.

 **It's that EXTRA ply...**
for more uniform water distribution. The "hidden reservoir" of water in the extra ply is the secret. The 3 ply construction eliminates the stretch found in some molleton covers.

 **It's that EXTRA ply...**
that maintains its soft velvet-like finish for a greater length of time. Less roller drying means quicker water pick-up on press makeready. For greater efficiency and economy it's "TRI-MOL."

Available in Sleeves,
Rolls and by the Yard for
All Size Offset Presses

ROLLER COVERING SERVICE
FOR ALL PRESSES

(Dealer Inquiries Invited)

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COMPLETE LINE OF LITHOGRAPHIC AND DUPLICATING SUPPLIES

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NEW YORK 13, N. Y.
WALker 5-9038

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Kromekote®
CAST COATED



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buy and specify these papers by name

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Hingefold Enamel
Refold Enamel
Hamilton Enamel
Falcon Enamel
Format Enamel
Wedgwood Coated Offset
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All Purpose Litho

CAST COATED PAPER

Kromekote Label
Kromekote Litho
Kromekote Cover
Kromekote Postcard
Kromekote Box Wrap
Kromekote Colorcast Box Wrap
Kromekote Colorcast Gift Wrap

DULL COATED BOOK

Dullofold Coated

COATED COVER

Hingefold Coated Cover
Refold Coated Cover

UNCOATED BOOK

Garamond Antique
Garamond English Finish
Garamond Text (W. M.)
Golden Text Bible
Wedgwood Offset

UNCOATED COVER

Ariel Cover
Cordwain Cover

ENVELOPE PAPER

Colored Wave Envelope
Radiant White Envelope
Foldur Kraft Envelope
Gray Kraft Envelope
Suntan Kraft Envelope
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Campaign Postcard

BRISTOLS

Inventory Index
Canton Postcard Bristol

TAG

Tuf-Tear Tag

BOND, MIMEOGRAPH

Ariel Bond
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PAPETERIE

Wedgwood Papeterie
Garamond Papeterie
(Embossed and Printed)

PRESSBOARD

Champion Pressboard
Imitation Pressboard

SPECIALS

Cigarette Cup Stock
Food Container Stock
Coffee Bag
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**"They match so well
I can't tell which
is the repeat run!"**



**"That's because we
used Whippet Bond
both times!"**

*You can give your customers re-orders that match
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On large or small repeat runs, you can assure your customers of an excellent match when you use Whippet Bond. This Hammermill paper is uniform in bulk, in surface—and in trouble-free printing qualities that give satisfactory results.

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A HAMMERMILL PRODUCT

MODERN LITHOGRAPHY, February, 1952

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Please send me — FREE — the sample book of
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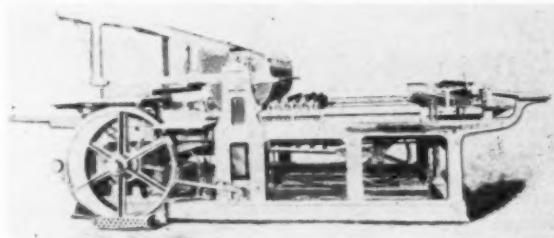
Name. _____

Position. _____

Please attach to, or write on, your business letterhead. M.L.FEB.



Remember this Press?



This snappy steam litho press was the hottest thing in presses, in its day. But could it meet the demands of today's competitive market? We all know the answer.

Everyone in the industry knows of the tremendous advances in litho press design. Unfortunately it is not as widely appreciated that there has been equally striking progress in the formulation of litho inks.

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EDITORIALS

THE tailor-made graphic arts price ceiling regulation, long promised and long awaited, has come at last. The order, CPR 121, was issued and is effective February 4. It covers prices on certain printed paper products, such as blank books, forms, indexing systems, cellophane, paperback foil, flexible film packaging material, greeting cards, labels, social stationery and suppliers of related printing services.

The new regulation does not include such products as newspapers, magazines, books, and other printed matter including much advertising material, whose prime value lies in editorial content. These products are exempt by specific provisions of the Defense Production Act.

Also exempted are those companies whose total volume of business is less than \$50,000 annually. The graphic arts plants whose products will come under the new regulation, CPR 121, will number about 9,000, the Office of Price Stabilization estimated. The products and services of these plants amount to an estimated \$3 billion annually, or about 40 percent of the total printing and publishing industry, OPS said.

The two national lithographic associations and the label association cooperated in obtaining interpretive information on the new regulation from OPS, and issued a summary which was placed in the hands of their members before the effective date of the order. In doing this they rendered a valuable service to the entire industry.

This summary provides a handy shortcut to the meat of the complex regulation which runs to five pages of eight point type. The associations' summary is published elsewhere in this issue with permission. The OPS also issued a helpful "Fact Sheet on Ceiling Price Regulation 121" which summarizes the regulation under various subject headings. Copies of the regulation and fact sheet may be obtained from OPS regional offices in principal cities.

What the actual effect of the regulation will be on the lithographic industry, in view of today's somewhat spotty sales picture remains to be seen.

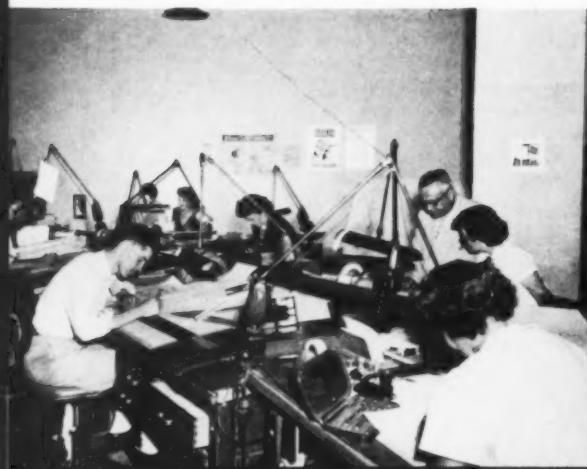
One last word: the regulation carries a requirement that companies whose products are covered must maintain certain records. Within 45 days after February 4 each company must maintain statements of its pricing formula or formulas, together with a schedule of charges. These must be ready for OPS inspectors to examine, the regulation states.

However established companies are not required to file any information or forms with OPS. Naturally there will be many questions of applications and coverage as the regulation comes into use. These questions logically should be channeled through the trade associations in order to avoid duplication of effort.

DURING the past 30 days the news came in that the printing and publishing industries had been allotted 169 tons of structural steel for industrial expansion during the present calendar quarter. This limit on expansion, due to the urgent need of steel in the defense program, highlights the urgent need for scrap metals.

Each ton of scrap which flows to the steel mills enables them to turn out four tons of finished steel. Approximately half of each ton of new steel is pig iron, one quarter is steel mill scrap and one quarter is scrap from outside sources.

During World War II the lithographic industry "Got in the Scrap" as the slogan was, and moved a great deal of scrap metal into the war effort in the form of obsolete equipment, old machinery, broken trucks, cars, and all the accumulated junk which people for some reason guard for some future use. In the intervening seven or eight years, a lot more probably has accumulated which now should be moved back into regular scrap metal channels. Lead, zinc, aluminum, bronze, brass, copper, iron and steel all are needed. Get in the scrap. Turn it into cash, move out the junk and put the space to better use, and at the same time help the defense program.



A section of the composing and graphics shop in preparation



Much text material is set on typewriter-style machines.

Offset in the Pentagon

The Defense Printing Service, in the nation's military HQ, consolidates former plants of the Army, Navy and Air Force

DEEP in the vast basement of the world's largest office building is a printing plant which is unique in both government and industry. The presses of the Defense Printing Service, in the Pentagon, Washington, roll day and night to produce the urgent administrative material required in the operation of the departments and agencies that collectively make up the Department of Defense. Instructions, orders, circulars, and other "hot" duplicated matter used in the daily work of the Pentagon's tens of thousands, and the thousands employed in other buildings and installations in Washington and in the field are the product of "DPS."

Defense department spokesmen cite the Defense Printing Service as an outstanding example of unification brought into being by the National

Security Act of 1947. Before establishment of the Defense Printing Service, three separate plants were operated by the Army, Navy, and Air Force at the seat of government. After a thorough survey of the needs of the military departments, the Secretary of Defense ordered the consolidation of personnel and facilities of the three plants and their establishment as a centralized operation under the management of the Department of the Navy. The result of this action is the Defense Printing Service.

They report that the wisdom of this move is evidenced by the fact that in 1951 the consolidated plant, designed and operated in accordance with best printing practices, produced 129 percent more work than was produced in a like period by all three plants before consolidation. And this

was done with 11 percent fewer employees than were utilized by the three plants. This increase in efficiency helped greatly in the production of material urgently needed as a result of the Korean emergency.

Most modern reproduction processes and services are offered by the Defense Printing Service, but photostatic, direct-image, mimeograph, hectograph, photocopy, diazo, blueprint, and microphotography constitute the bulk of work produced. The photostatic installation is the largest in the world. All steps in the production of printed material, including addressing and mailing, are performed in the centralized plant. The mailing plates for the thousands of naval vessels and activities are maintained in the plant, and are available for instant use. Assembling, folding, punching, and stapling are all accomplished in the plant.



A view of part of the camera section

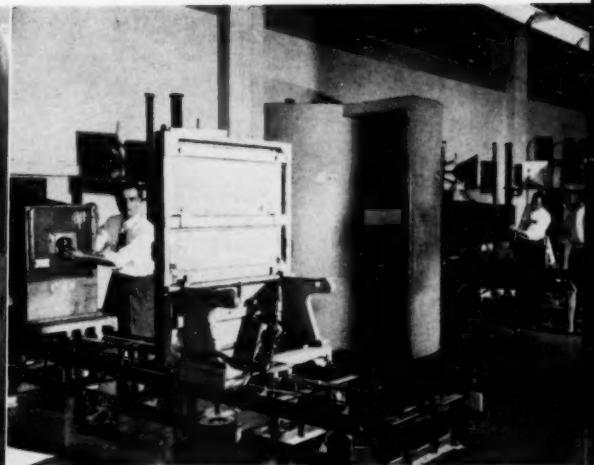


Plate coating in the Pentagon plant.

This concentration of operation makes possible maximum security in handling and greatest possible speed in completion of urgent work.

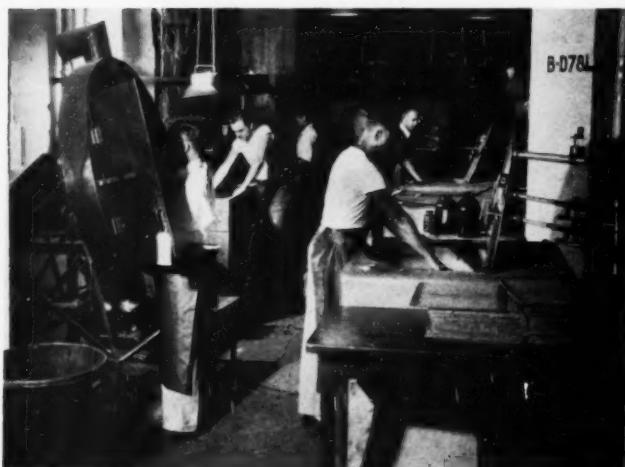
The problems of the Defense Printing Service are not the problems of the ordinary lithographic printing plant. Its work is preponderantly short-run administrative material which is needed at the earliest possible moment. This, of course, results in a large number of orders and attend-

ant complexities of production scheduling and control. As all "customers" are billed for this work on a unit-price basis, accurate accounting must be maintained on all orders.

The percentage of "must" orders runs very high. Deadlines for urgently needed material often are extremely short, requiring the plant or appropriate units to work around the clock. For example, it is not unusual for a customer department to require,

within 24 hours, copies of a report containing hundreds of pages of text, and including numerous charts and other illustrative material. On the basis of potential requirements, the plant can convert to full 24-hour operation upon very short notice. The exigencies of military situations and movements inevitably necessitate priority handling of much printed matter, and upon this requirement the Defense Printing Service was so or-

These trainees are learning platemaking



Trainees get civilian instruction in camera work





Another view of the platemaking section where men are trained.



These too are trainees, getting instructions in presswork.

ganized as to permit immediate activation of additional shifts as needed.

The facilities of the Defense Printing Service plant are used for the training of military personnel in the techniques of lithography. The U. S. Naval Lithographers School is located in the Defense Printing Service, and is fully integrated with the operation of the plant. Students from all branches of the military service are assigned to this school for 16 weeks

of on-the-job training, where they learn the fundamentals of lithography in an operating installation. At the conclusion of the course, students are assigned as apprentices in printing installations aboard vessels and in field printing plants of the armed services.

The Defense Department sums up the printing operation thus: "The printed word is an indispensable tool. The military could no more function without it than it could fight a war

without weapons. The effectiveness of administration in the Army, Navy, and Air Force is influenced by the promptness and efficiency with which information and instructions — the printed word — flow to all commands. The Defense Printing Service, Washington, is necessary to insure that the Nation's military programs are not delayed or otherwise impeded by non-availability of required administrative printing." ★★

In the school section 10 x 14" duplicators are plentiful



Trainees learn cutting and finishing operations.



SAVING PRESS TIME

through statistical control of paper

By Donald Macaulay

President, Paper Quality Control, Inc.
Chappaqua, N. Y.

ONE basic industry after another has investigated and applied successfully the methods of statistics in management controls. In fact, in most industrial circumstances, statistical quality control represents by far the most economical way of controlling the quality of a product or process.

By quality in the lithographing and printing business we would mean the ability of the process to conform so that we are matching the specifications and proof. Control is simply the business of assuring that conformation takes place. With statistical quality control the lithographer can slash inspection cost, reduce waste and reprinting, and by producing less sub-standard quality, raise the average quality of the entire out-put. The use of statistics in the printing field is a new management tool. It fills, for the first time, a gap which up until now has caused many misunderstandings and frustrations. This new management tool is precise but fair.

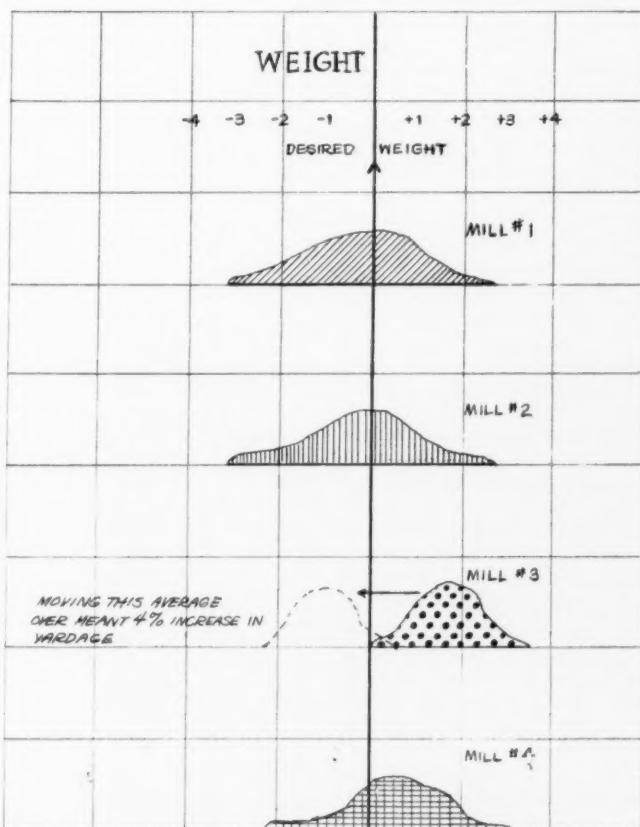
With a few simple demonstrations, we would like to show how it may be used, not as a weapon creating more misunderstanding, but as a tool which can get a more uniform appearance to the printed material while lowering its cost. To demonstrate all the particular parts of the process or equipment which may be studied statistically is too complex for an article, so let us demonstrate how statistics using the variations in paper can be adapted to the production processes.

The present practice and system of buying paper is haphazard at best. The buyer usually has a fair com-

prehension of the paper making processes and has made a study of the relationship of these processes to his conversion and end uses. He has probably tried conscientiously to select at his economic level the best

mills that will fit his particular needs. Many times the buyer has tried to create a series of understandings that could even crudely be called specifications. Because of the short supply of paper the buyer does not choose

FIGURE 1.



to exercise many of his prerogatives and even waives many of his understandings.

Many paper orders carry such notations as: "Paper must be exactly square"; "Absolutely no wrinkles in the order"; "Finish must be perfectly even on both sides"; "Please match sample in all respects"; etc. To the eye of the statistician and the realistic eye of the paper maker, not one of these specifications can be met. Usually the buyer and the seller agree with the closing remark similar to "Well you know what I mean."

The serious minded manufacturer and the well intended buyer, however, are taking a more realistic approach to this quality evaluation of paper, regardless of the market conditions. The avid interest of users of paper for a statistical evaluation of paper proves that it must have other uses than just a comparison of sources of supply. Its practical uses are to pass on the accumulated data to the manufacturing or converting departments after having it translated into production terms.

In order to evaluate paper properly we follow the known and established statistical techniques. The bibliography that is attached gives a list of some articles and papers relating to statistical controls and to the evaluation of paper and its relationship to printing and production problems.

As an example of an application of these methods, let us consider a large buyer of offset who prints on multi-color equipment. First we go through an exploratory period—we examine agreements made (the mill turned samples as well as statistical samples from actual deliveries). In this case each paper is designed particularly for its specific end use, therefore it does not take long before we can evaluate the paper statistically.

The paper must be tested for physical, chemical and optical properties by established testing procedures. The established statistical methods of variables and attributes best suited for the conditions presented are used. This is not expensive once the basic qualities are understood, and there are adequate independent testing

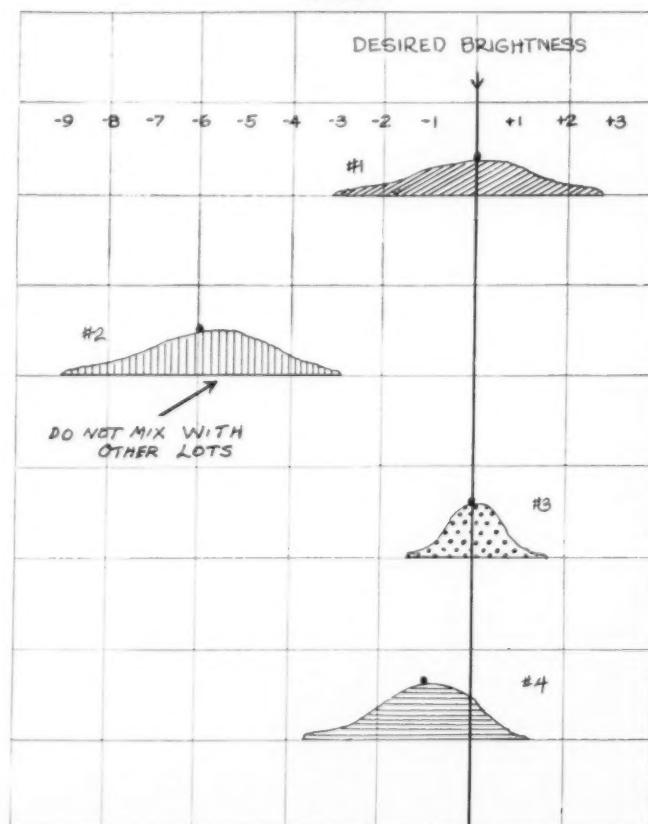
laboratories to assist the quality engineer.

To evaluate a particular stock we are trying to find out three things: (1) the raw materials, (2) the craftsmanship, and (3) the intent or management philosophy. Since the third factor, intent, is the most elusive and important, statistics becomes one ideal way to measure it. By established instruments, it is possible to develop standards of the many physical and optical properties in a piece of paper. Thus we get a good comparative measure of the mill's materials and craftsmanship. If the manufacturer conscientiously holds within tolerances, we find it out statistically. The data defining uniformity become the most enlightening tool to any operator of a printing press.

Mills of good intent generally have nothing to fear from this form of evaluation. In addition to that, the mills that already are conducting their own statistical quality control work invariably stand out when uniformity patterns are compared. One mill has told a user of statistics that it looks forward to being evaluated as it shows the products' uniformity.

A great deal of statistical work concerns itself with a program of lot rejections, whereas, a more intelligent attitude on the use of paper in the printing plant is to evaluate the paper and its variables. Then it can be processed under better controls, because you know what you are printing. Let us take an example of a lithographer who has four different sources of supply for one particular

FIGURE 2



job that he is doing regularly. Because he has to print to very critical tolerances he must know all he can about the variables that exist within every order he receives. In this particular case, because of the end uses of the printed material, over weight is more critical than under weight. In addition to that, by staying under or on the exact weight the printer gets the greatest number of square inches or pounds of paper. An examination of Figure 1 shows that mill #3 was considerably overweight although the chart showed it to have good control of the weight. In this case, with simple explanation of the critical nature of over weight, the mill gladly shifted its deliveries, as shown on the chart and the printer immediately picked up, because of

the large volume involved, a four percent increase in weight of paper, while giving his customer a more accurately designed job against the specifications.

Another use of statistics is demonstrated by Figure 2. Here the buyer assembled several pieces of printed material and designed a resale item. The general appearance of the finished piece could be definitely affected if the paper was not uniform in brightness, and for that reason he and the lithographer determined the desired brightness specifications. Because the lithographer had already set up a control program, his control department immediately caught the sub-standard brightness readings of a rather large delivery from mill #2, and warned the printing and

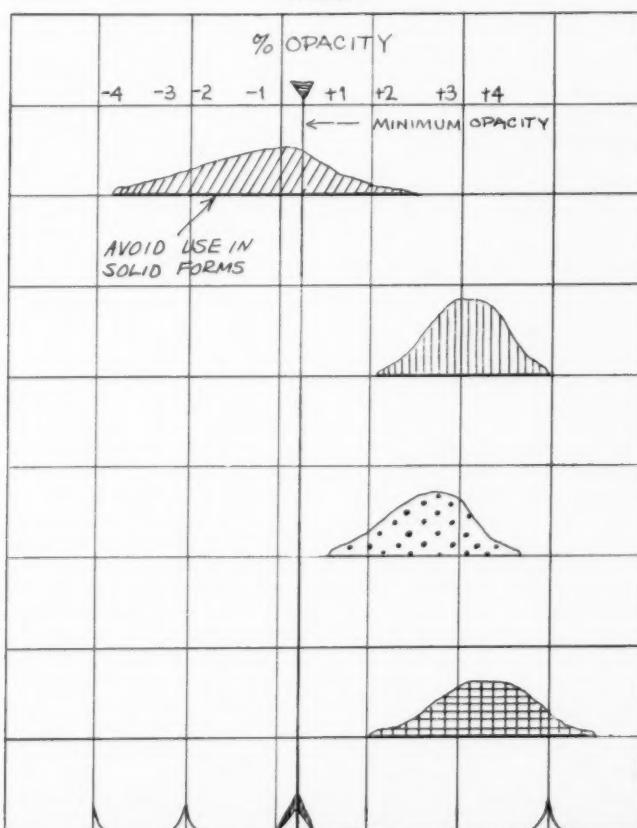
binding departments not to mix this paper with other lots. In view of the fact that this paper was perfectly good for its printing qualities, it was usable providing it was not mixed. Thus a series of complaints was avoided.

This same lithographer has several critical jobs where his customer is constantly warning him regarding low opacity or show-through. For that reason, and with the full agreement of his sources of supply, he set up a minimum of opacity that this critical work normally could tolerate. Figure 3 shows how four mills shipped in several skids of paper. An analysis showed that a good part of one mill's order was below their set minimum (top graph on chart.) This particular order, which met all other quality standards, was set aside, and when the same customer came along with forms that were not so solid it immediately was utilized without complaint.

Recently a lithographer, after a very successful experimental run, adopted ink penetration tests in conjunction with his efforts to print and varnish a critical multi-colored label job with the minimum of variation. The application was as follows: in the plant, with minimum of handling, we selected statistical samples of coated one side paper from 11 skids. Using a densitometer we measured the discoloration of the penetration of a test ink under controlled conditions. We found that of the 11 skids, four would hold up the ink higher and more successfully than a second group of three skids. The third group of four skids indicated much greater absorbancy and would require some adjustment of ink and varnishes. All of this was predicted before printing, and the resulting advantage to the lithographer was a greater uniformity in the functional and decorative quality of this label. Cost-wise also it was lower than previous orders including all the costs of testing. The Western Printing and Lithograph Company, (Racine, Wis.), with a project under the direction of O. H. Somers, is an ex-

(Continued on Page 109)

FIGURE 3



THE long-expected price regulation, prepared specifically for the graphic arts industry, was issued January 30, by the Office of Price Stabilization, and became effective February 4. In general the regulation, numbered CPR 121, covers such lithographed and printed products as bound blank books, account or record keeping books, looseleaf binders and covers, forms, indexes and indexing systems, greeting cards, social stationery, labels, flexible film packaging materials, paperback foil, and other items. Products remaining exempt under the prior Defense Production Act include informational printing or lithography such as magazines, newspapers, books, and advertising material whose prime value lies in their editorial content. Also exempted are companies doing a volume of less than \$50,000 annually.

On these pages are a summary of the regulation, and the specific wording of Appendices A and B of the regulation which outline commodities covered. Also included is Section 3 covering exemptions.

The entire order, and a Fact Sheet relating to it, are available from OPS regional offices in principal cities.

A bulletin summarizing the new regulation was issued prior to its effective date by the cooperative action of the Lithographers National Assn., the National Assn. of Photo-Lithographers, and the Label Mfrs. National Assn. The text of this bulletin follows:

1. Coverage of the Regulation

CPR 121 removes from the General Ceiling Price Regulation, Ceiling Price Regulation 22, and Ceiling Price Regulation 34, manufacturers of certain printed paper products, paperboard products, cellophane, paperback foil, flexible film packaging material, and suppliers of related printing services, and places them under this new regulation. The precise coverage of this regulation can be determined by referring to Section 3, *Exemptions*, and to Appendices A and B for specific inclusions. It should be noted, however, that CPR 84, "Certain Converted Paper Products" (Folding and set-up boxes and car-

Issue Price Regulation for the Graphic Arts

tons, etc.), is still in effect, and graphic arts products covered by that order will continue to be priced thereunder.

2. Effective Date

The Graphic Arts Tailored Order, CPR 121, is effective on February 4, 1952. Within 45 days after the effective date, lithographers must have in their records, and keep on file for inspection by the Office of Price Stabilization, their pricing formula which is used in determining ceiling prices. (Sec. 13(a)).

3. Analysis of Regulation

This Bulletin is not intended to be a complete analysis of the order, but rather a summary which points up the more important provisions or requirements. It is the result of the collaboration of several associations.

4. Outline of Regulation

The "custom" or "tailor made" nature of the products manufactured by the Graphic Arts Industries is recognized in this new regulation; hence, the order establishes a formula method of pricing. The result of the formula as applied to each "job" or "order" becomes the ceiling price. The formula reduced to the simplest terms is as follows:

Production Factor Charges (Hour costs times Production Standards) computed according to the regulation plus materials at not more than ceiling prices plus historical (base-period) margin = Ceiling Prices (Sec. 4)

4A. Selection of Base Period

Each company manufacturing products covered by the regulation may

select for each product line its most favorable quarter of four quarters, beginning July 1, 1949, and ending June 24, 1950, as the base from which production charge factors are to be computed.

The option to select *for each product line* any one of four quarters as the base period for ceiling prices is an option that should be exercised with care. With the varying product lines, the varying conditions of the market, etc., which exist in the industry, the factors governing the selection of the most favorable quarter may vary in importance as between individual lithographers. Other factors such as sales markets, the production standards used in estimating as well as hourly cost rates also may have shown variance in an individual plant as among the four quarters. Obviously, it will require careful analysis of all factors in order for the individual lithographer properly to select for each product line the quarter most favorable for his individual plant. (See Section 4 and Section 22 — Definitions of Commodity and Category).

4B. Materials

CPR 121 provides for the handling of material costs as follows: Where ceiling prices for materials were not yet established (other than under GCPR) by July 31, 1951, prices prevailing on that date (July 31, 1951) shall be used unless subsequent to that date industry or tailored price ceilings have been established by OPS regulations. If such regulations are, or have been, issued after July 31, 1951, establishing dollars and cents ceiling prices, the *original* ceil-

CPR-121, effective February 4, is summarized for industry by three trade groups. Covers labels, forms, greeting cards, and many other items.

ing determination so established for materials may be used by a lithographer in calculating his ceiling price for a job or order. Prices for materials established under industry or tailored orders may be secured from your various suppliers. If you adopted or employed the practice of averaging or otherwise computing your raw material costs during the base period, you shall continue such practice in the same manner.

In addition to such items as paper, ink, etc., it is our understanding that the term "raw materials" includes outside purchases (type, plates and engravings, etc.), and processing supplies.

**4C. Production Charge Factor
(Hour Cost times Production Standards)**

The hour costs (your charges for hand or machine operations, or both) in effect in the base-period quarter you have selected may then be adjusted to reflect increases in factory payroll rates for direct and indirect labor, including factory supervision, packaging and handling, maintenance and repair, materials control testing and inspection costs, through July 31, 1951. Increases in factory payroll rates may be added after July 31, 1951, but on average they shall not exceed 12.2% of the level prevailing on January 15, 1950. In other words, the July 31, 1951 date applies to those companies which had on that date already increased their factory payroll rates by 12.2% or more over those of January 15, 1950. Companies which had not so increased factory payroll rates may include, in adjusting hour costs, additional increases of

the character listed above, made after July 31, 1951 and as they may occur, up to the average level of 12.2% above those prevailing on January 15, 1950. You shall use production standards and the same methods or principles of applying production charges which were used by you during the base period. (Sec. 4(c)(1)(2)(3)).

4D. Margin

In computing ceiling prices under this regulation, the margin to be applied to the sum of your raw materials and production charge factors is the same margin that was used in the base period. The margin factor may be either a percentage margin, a rate per unit of material, or a combination of these. The same accounting and cost practices used during the base period shall be used or you may change such practices provided a higher price does not result from this change (4(d)). For overall limitation on margin factors, see Sec 4(d) (1) and (2).

5. New Companies Not in Existence During Base Period

(a) If a lithographer started in business after the base periods set out in paragraph 4A above, and before February 4, 1952 (the effective date of CPR 121), the base period for such lithographer shall be the 30 days immediately preceding that date. (Sec. 7(a)).

(b) If a lithographer starts in business after February 4, 1952, he must file his proposed pricing formula, including such items as hour rates for hand and machine operations, types of equipment, number of employees, commodities produced or intended to

be produced, and a complete range of margins to be employed, with the Office of Price Stabilization, Pulp, Paper and Paperboard Branch, Washington 25, D. C. (Sec. 7(b)).

6. New Operations and Methods

If a company installs new equipment or methods to produce new commodities, which require new production charges or margin factors, it must submit the proposed new factors to the O.P.S. for approval. (Sec. 6 (a)(b)(c)).

7. Records

CPR 121 does not require the filing of any forms, reports or materials with the Office of Price Stabilization except in cases of new companies or where new equipment or methods are installed which produce a new commodity requiring new production charges. You should read Section 13 very carefully to acquaint yourself with the requirements as to the keeping of base period records, current sales records, and records relating to your pricing formula as determined under Section 4 of the regulation. (Sec. 13 (a)(b)).

8. Penalties

Penalties for violating this regulation are the same as those set out in Title IV, Sec. 409 of the Defense Production Act of 1950. (Sec. 14).

Following are the items covered specifically by the order:

Appendix A Commodities

This regulation shall apply to the following commodities:

(a) Bound blank books, including but not limited to:

(1) General books of accounts, such as bill books, cash books, cash sales books, check or voucher registers, columnar books, combination books, day books, figuring books, journals, ledgers, note records, records and trial balance books;

(2) Books of account or record for specific uses, such as bank forms, bond and mortgage records, business records, club registers, collection books, corporate records, counter books, delivery books, due ledgers, engineers' field books, garage registers, guest registers, hotel registers, index books, insurance registers, investment and income records, law record books, merchandise stock books, milkmen's account books, material records, order register, payroll books, receiving clerks' records, rent collection books, roll books, sales records, scale books, shipping records, social

(Continued on Page 117)

Nashville Plant Enters Color Offset; Incorporates Plant Refinements

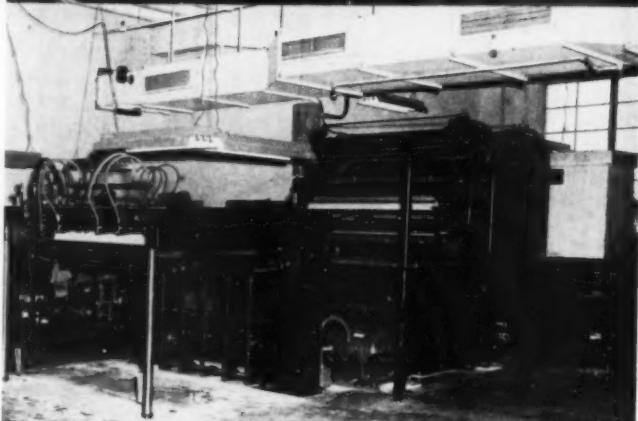
By P. R. Russell

Nashville, Tenn.

ALTHOUGH the Methodist Publishing House has been in existence since 1789, one of the oldest American publishers, it is only now going into the offset field — principally color offset. On the basis of press capacity, its new installation in Nashville, Tenn., is called the largest in the South. Its manufacturing division, The Parthenon Press, began a building and expansion program in 1949, which was completed recently, with an exception of two offset press units and certain auxiliary equipment.

The offset installation, occupying one floor of an addition on the east side of the old building, consists of two 42 x 58 two-color presses, one 42 x 58 single color, one 22 x 24 two-color, and one 17 x 22 single color, all Harris units. Complete camera and platemaking equipment has been installed and is already in use. All plates are made in the plant except color separations.

The lithograph and art departments of Parthenon Press, now employing 25 people, are headed by Lewis Akin, formerly with Marshall & Bruce Co., Nashville. R. G. Graham is director of manufacturing for the entire printing and publishing operation, which also includes a plant, doing both letterpress and offset, at Cincinnati.



Top: Harris two-color 42 x 58 offset press stands in sheet metal pan supported in wood block foot. Pan's catch waste oil, reduce fire and slippage hazards. Lower photo shows a Harris 42 x 58, installed in the same way. Heavier presses like this stand on lead footings, to eliminate vibration.

The Parthenon Press offset plant will produce a considerable volume of color work that has been done in eastern plants. One of the largest of these projects is the production of more than a million copies of weekly church bulletins in full color. Four-color covers for "The Upper Room," a periodical with a bi-monthly circulation of more than 2,000,000 copies, is another of several big jobs that will be run on the 42 x 58's.

The entire plant, as well as the new offset department, has automatic air-conditioning and heating installed at a cost of \$500,000, said to be one of the largest installations of the kind in a printing plant. The boilers are heated with natural gas.

A two-story and sub-basement addition has increased the plant floor space by approximately 80%. This has made possible wider aisles and wider spaces between units, permitting freer movement of materials and stock in process, in both old and new sections.

Parthenon Press is now doing the folding and binding on a series of children's books that are being done by offset in eastern plants. To allow for an expansion in the production of hardbound books, including both offset and letterpress sheetwork, from 50,000 to 100,000 weekly on a two-shift basis, such major new bindery units as a 24-signature gathering machine, 2 No. 12 automatic-feed Smythe sewing machines, a Smythe casing in machine, a case making machine, a new rounder and backer and a new Sheridan combined stitcher and trimmer have been added.

Pans Under Presses

When the presses were installed in the new section the maintenance department of this firm carried out a plan to place sheet-metal pans under all pieces of equipment which use considerable oil. These pans catch the wasting oil, and protect the floor underneath, and also greatly reduce the hazard of fire. They also offer an improvement in the appearance of the workroom floor.

Pans of 18-gauge sheet metal are constructed by sheet metal workmen right on the wood block pressroom

floor from specifications indicated by chalk lines on the floor. All units are located or relocated, as the case may be, according to a plant layout prepared for the purpose.

When completed and welded together the pan is set on the concrete underneath by removing the wood blocks within the chalk-marked area. The pans extend on the side to take care of the motor. An upturned flange around the edge of the pan fits up against the wood block edge.

Separate sheets of the metal are made and placed underneath press feeder and delivery sections and under lighter units such as job presses and smaller bindery machines. However, these sheets remain on top of

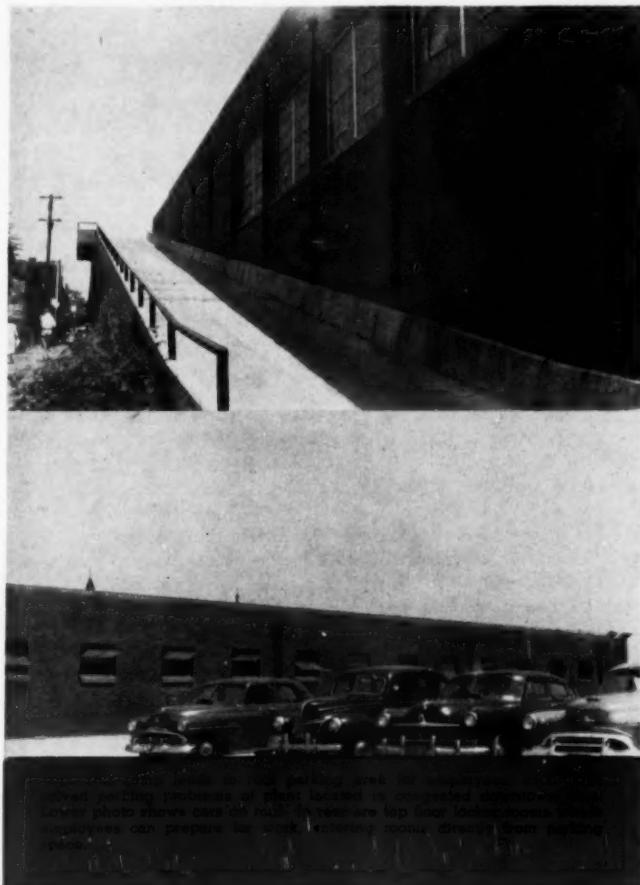
the wood blocks with the edge flange turned down between the blocks. Both pans and sheets are easily put down while units are being installed or moved.

The approximate cost of the sheets for the small units was \$25 or less, while the larger pans ranged from \$75 to \$150, plus the cost of installation by maintenance crews. Use of the pans and the sheets adds to the neat appearance of the workroom floor. Plant porters remove accumulated waste oil with rags and other material.

Lead Footings for Presses

Another feature in this plant's new installations of heavy press units is

(Continued on Page 109)



Getting Register on Re-Runs

by *Theodore Makarius*

WHEN a color job goes on the press for a re-run it is difficult to get proper register if the plates previously used have been mishandled. Close register on large sheets requires intricate settings and careful manipulation in shifting the plates on the original run, and unless the plates are moved without distorting them, it will be impossible to get exact register on a re-run.

It is most important that the principle of this operation be understood thoroughly before attempting to swing the plate even a slightest fraction. Before a plate is shifted a line forward or backward on either side of the press cylinder, the front or back end of the plate must be moved to one side for the same distance. If the plate were to be brought forward a line on the right side of the press it would be necessary to move the back end of the plate a line to the right. In order to do this the plate clamps on the back end of the plate should be released to permit the plate to swing freely and not be distorted when the clamps are tightened.

On presses with movable guides it is important that they be square with the impression cylinder before starting to mount the plate. When this has been checked, place the plate in the front plate clamps square with the cylinder before making the first revolution of the press and fastening the back clamps. It is also better to

tighten only the center back clamp on the first revolution and recheck the position of the front end before fastening the balance of the back clamps. If, after running a lay sheet, it is necessary to swing the plate, it would again be best to release all but the center clamp on whichever end is to be moved sideways. These side moves always should be made with the cylinders out of contact so that the plate can be moved freely.

It is never good to put any unnecessary strain on the clamp screws when tightening the plate to the cylinder if it is the first color on the job. If reprints are to be run from the same plates, excess strain should be avoided on all colors. In the course of the run, should it become necessary to print longer to compensate for paper stretch, it is better to change cylinder diameters than to attempt to stretch the plate.

Aluminum plates present less of a problem on re-runs because they do not stretch as easily and will withstand more strain at the clamps. With zinc, the normal running pressure will in time stretch the plates so that slack must be taken up during the run and this, too, will make registering difficult on the rerun.

When plates are removed from the press to be stored for a possible re-run it is better not to flatten the edges that have been bent to conform with the cylinder bevel as it is not

always possible to re-bend it exactly the same as it was, and this will cause misregister.

A very important factor in registering re-runs, and one that often is overlooked, is the condition of the blanket surface on the original as well as the re-run. The facts that a loose blanket will print a different size than a tight blanket, and a blanket that has puffed or swollen areas will distort an image, are reasons enough to check this phase thoroughly before proceeding with the run.

On all close register color work it is best to check the first color against the plate of the second color. This is easily done by cutting little windows or openings in the images of the printed sheet at points where they register and lay the sheet flat on the plate of the second color and compare for register. If the blanket surface has distorted the register in any area or particular image it would be best to replace the blanket before proceeding with the run. If a puffed or swollen area on the blanket is causing slight misregister and the run is small it may not show up in all four colors of the initial run. However, this could cause the plates to be pulled out of shape in an effort to get register and would therefore make a re-run difficult. The difference in stress on the blanket on successive colors also may lead to stretching the plate unnecessarily. ★★



Checking proofs of a new inland waterways volume are, left to right, Edward Young, secretary-treasurer; Benjamin F. Klein, president; William Staudt, vice president, and Eileen Devine, office manager.

River Lore Sparks Offset Books

By E. C. Hanford

WHEN a lithographer can build a hobby into a profitable side-line business, it may indicate interesting possibilities for other offset printers, especially when pursuit of the hobby involves no additional outlay for equipment.

Such has been the experience of Benjamin F. Klein, president of Young and Klein, Inc., 5137 Vine Street, St. Bernard, Ohio, a Cincinnati suburb. In fact, the hobby angle of the firm's business has grown to such proportions that company officials have incorporated a separate concern to handle this phase of their operations and simplify accounting and tax problems. Other officers of both companies are William Staudt, vice president, and Edward Young, secretary-treasurer.

The side-line business developed from Mr. Klein's love of the Ohio River and his association with it

from the youthful days when he swam and fished in it, and later purchased a canoe in which he and a companion made a 33-day trip to New Orleans. There, young Klein traded the canoe for a motorcycle on which to return to Cincinnati.

Through the years, Mr. Klein accumulated a vast store of river data and photographs, and by 1947 the accumulation had become so comprehensive that he decided to compile a handbook in which would be included much of the river's history, together with many of the photographs from his collection, which ranged from Pre-Civil War shots to those of present-day activities.

It was a labor of love for Mr. Klein, and it involved many hours of tedious work, for he had an endless amount of material to be classified into a reasonable chronology. But with the help of his wife, who

copied all his notes on an IBM proportional spacer typewriter, the job finally was completed in 1949.

The book, titled "Ohio River Handbook," of 400 pages with 600 photographs, sketches and charts, was plated and lithographed entirely in the Young and Klein shop, with an initial printing of 4,000 copies.

Mr. Klein had no distribution setup, but a promotion by the *Post*, a Cincinnati daily newspaper, plus the enthusiastic support of rivermen, resulted in a quick sell-out. In 1950, another printing of 5,000 copies likewise sold quickly, and a third printing is now virtually exhausted.

"It was tough going at first," Mr. Klein recalls, "because our firm was not primarily in the book publishing business, but all of my associates caught my enthusiasm, and among us we overcame the many

difficulties of printing and distribution. Favorable reviews in many newspapers brought in orders from booksellers and libraries, and we have now built up an active mailing list of several thousand commercial and individual outlets for our books."

Because of the success of this venture, plus the fact that he still had an almost inexhaustible quantity of river lore and pictures, Mr. Klein and his associates decided to separate the two phases of their business by forming the Picture Marine Publishing Co., Inc.

The second book publishing venture of the firm was "The Saga of the Delta Queen," a million dollar luxury river boat which had been in service on the Sacramento River in California, and was purchased by the Greene Line of Cincinnati. Captain Frederick Way, Jr., an old-time Ohio and Mississippi riverman and a noted inland river historian, was commissioned to pilot the Delta Queen from San Francisco to Cincinnati, and "The Saga" of 150 pages with 100 photographs, sketches and charts, relates the story of this difficult and thrilling voyage.

Printed entirely by offset, with the text being reproduced from Linotype composition, and published last May, "The Saga of the Delta Queen" was an instant success as was its predecessor, with the first printing of 2,000 copies being sold quickly, and a second printing following soon thereafter.

The third book to be published under Mr. Klein's editorship was "Captain Hughes' Steamboat Sketchbook," which came out in December. Another book, scheduled for early 1952, will be an "Ohio River Atlas," which will include a compilation of river maps from the earliest known to the present, and a recital of the changes in river life, peoples, boats and cargoes during the more than two centuries of the river's history. Other books will follow as quickly as Mr. Klein can compile them, but publishing dates are uncertain because he is now "snowed under" with material of all kinds.

"One of the surprising and interesting developments of our publishing ventures," says Mr. Klein, "has been the realization that so many other persons are likewise deeply interested in the fascinating history and development of this country's inland waterways. Hundreds of letters have come to me from individuals, libraries and booksellers all over the country, and many have sent me informative newspaper clippings, old books, photographs and relics pertaining to our rivers and river life and activities."

Mr. Klein served as a First Lieutenant in an Army Tank Destroyer Battalion during the second World War. Returning to civilian life, he got together with the two other veterans, who, like himself, had pre-war

experience in litho shops, and the Young and Klein firm was set up in a small shop to specialize in short-run quality work on house organs, mailing folders, booklets and circulars.

The business prospered, and two years ago the firm moved to its present address, where it occupies 5,000 square feet of floor space, with a maximum of natural light. The equipment includes a 22 x 34" Harris and two 17 x 22" Webendorfer presses, a 24" Sussin precision camera and modern darkroom and stripping equipment.

All of the firm's 11 employees are war veterans, and Mr. Klein is particularly proud of the fact that only one employee ever has quit his job—and he was a reservist who was recalled into Army service.★★

Top: A corner of the stripping department of the Young and Klein plant. Lower: Press equipment in the plant of Young and Klein, Inc., which specializes in short-run lithography of house organs, folders, booklets and circulars, as well as books of the Picture Marine Publishing Co.



TECHNICAL SECTION

Colorimetric Investigations in Multicolor Printing

By *J. A. Yule and R. Colt*

Communication No. 1424 from the Kodak Research Laboratories

PART I.

Abstract

In the development of color correction methods for multicolor printing, it is important to have an understanding of the relationship between the colors of the individual printing inks and their combination in the form of superimposed halftone dot patterns. Two sets of equations have been proposed. It is shown that both equations lead to rather similar results, but neither of them fit the observed facts perfectly, this being partly due to the optical characteristics of the paper. By suitable modifications, either set of equations may be made to correspond more closely to the actual behavior of the inks.

and developed in a color developer, the difference in color between the light tints of the halftone and those of the continuous tone can be seen clearly. In extreme cases, the light tints of the halftone will appear almost gray, while the continuous-tone tints will have a relatively pure color, often of a different hue, although the identical dye is used in both. The difference depends on the strength of the color, and may be considerable when the maximum density is high. This difference is exactly what we should predict from what we know of the theory of color and the halftone process.

However, when a halftone is printed on paper, the distinction is not so clear-cut. Except with very coarse screens, the resulting halftone appears intermediate in appearance between a

continuous tone and a halftone. As an example, a brown ink was printed with coarse and fine screens. The coarse-screen reproduction shows the expected dull color, but the fine screen produces a decidedly purer color. Moreover, the fine screen produces a slightly darker tint even though the dot area is smaller.

A second unexpected result is obtained if we take three or four colored inks and produce a color reproduction by printing them over each other. The combination does not have the color that would be predicted from the individual colors.

In order to understand a color-correction process, we must know the relationship between the amount of each ink printed and the resulting color. The amount of ink printed may be expressed in several ways—for instance, in terms of dot area or in terms of its density, as measured through complementary filters. Likewise, there are various methods of describing the resulting color—in terms of tristimulus values, or by measuring the density through three color filters.

However we measure these quantities, the relationship between the amounts of ink and the resulting color must be expressed in an equation. In the past, two competitive types of equations have been used—the first theoretically applies to continuous-tone rather than halftone work and

IN a previous paper* some experiments were described which show that the usually accepted formula for the relationship between dot size and halftone density does not give accurate results. These experiments showed that the discrepancies are due largely to the penetration of light into the paper, and to internal reflections within the paper. The result is that some of the light which enters the white paper between the halftone dots comes out through the printed dot, or at least it attempts to do so, and is absorbed. The halftone dot pattern therefore absorbs more light than would be predicted from the dot area, and a modified formula has been found to take this effect into account very effectively, except in the extreme shadows.

These effects are even more important in color work than in black and white, and in the present paper some investigations of the same kind on color reproduction will be described.

Before we describe the new work, we shall discuss the background of this problem and why it is important.

Briefly, what we observe is as follows: If we take a colored printing ink, and print a halftone pattern of a definite dot size, the resulting color is not what we would expect according to theory. It is stronger and purer. In fact, it approaches the color of a continuous-tone print.

If a halftone and a continuous-tone negative are printed onto a film

* "The Penetration of Light into Paper and Its Effect on Halftone Reproduction," J. A. C. Yule and W. N. Nielsen, *Modern Lithography*, 19, 68, 71-2, Sept. 19, 68, 71, Oct., 1951.

is the basis of photographic masking.

It has the form,

$$D_R = k_1 c + k_2 m + k_3 y,$$

where D_R is the density of the reproduction measured through a red filter; c , m and y are the amounts of the three dyes or inks; and the k 's are constants. There are three of these equations, representing the red, green, and blue densities, respectively.

In these equations the color of the resulting mixture is expressed in terms of densities through three color filters. The amounts of dye are also expressed in terms of density.

These equations are based on two assumptions, known as the "proportionality rule" and the "additivity rule." The proportionality rule says that for all concentrations of any one dye or ink, its green, red, and blue densities remain in the same ratio. For example, if the green density of the cyan ink is half the red density, this proportion should be maintained for the lightest tints as well as for the solid color. Needless to say, this is not always true.

The second rule on which the masking equation is based is the additivity rule, which states that the density produced by two or more dyes superimposed is equal to the sum of the densities of the individual dyes. For example, in printing over each other a yellow tint whose density, measured through a blue filter, is 0.6, a magenta with a blue density of 0.3 and a cyan with a blue density of 0.2, the combination should have a density, according to the additivity rule, of $0.6 + 0.3 + 0.2$, or 1.1.

The other equations are the Neugebauer equations, which are based on the areas of the different colors in a halftone pattern. They are more complicated and are of the form,

$$R = 1 - k_1 c - k_2 m - k_3 y - k_4 my - k_5 cy - k_6 cm - k_7 cmy,$$

the amounts of the three inks in this case being measured in terms of dot area.

Equations like these seem rather far removed from the practical problems of printing, and there are more formidable equations to follow. But it should be emphasized that the suc-

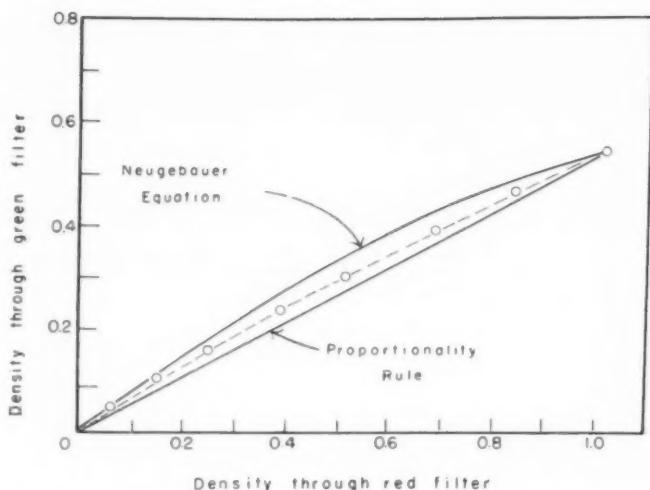


Fig. 1—Relationship of red and green densities of a scale of cyan, calculated from the Neugebauer and the masking equations (proportionality rule). Circles

represent actual density measurements, and the dashed curve represents the modified Neugebauer equations.

cess or failure of color-correction methods depends on the accuracy with which the printing inks actually produce the colors predicted by the equations on which the correction methods are based. This is true even if the correction methods are worked out experimentally without the benefit of any mathematics.

Dealing with single colors first, we ask, what do the equations say about the behavior of light tints? A scale of cyan colors can be taken as an example, going from white to solid cyan. Only the red and green densities need be considered.

The amount of cyan in each step of this scale of colors can be measured in terms of its density through a red filter, and the green-filter density can be plotted against this. In the masking equation it is assumed

that the green density is proportional to the red density, for the various steps of the tone scale, in which case the curve would be a straight line. We can also calculate how the red and green densities would be related according to the Neugebauer half-tone equations, thus obtaining the upper curve, which represents higher green densities. In other words, the masking equations predict that the cyan tints have purer colors than the halftone equations. The observed results for a halftone scale printed by lithography fall in between the two curves. Thus, even with single colors, we do not find the results expected.

In dealing with several colors, the results cannot be expressed so conveniently in the form of curves. Some results of actual measurements are tabulated in Table 1.

Table 1
Lithography—Coated Paper—150 Lines/Inch

	Obs.	Mask	Neug.	$D/2.5$
Light Brown	Blue	0.54	0.55	0.60
	Green	0.50	0.51	0.53
	Red	0.36	0.36	0.38
	B	0.76	0.82	0.82
Dark Blue-Green	G	0.79	0.85	0.86
	R	1.30	1.29	1.35
	B	1.90	2.18 ^a	1.90
Dark Brown (Solid)	G	2.00	2.00	2.00
	R	1.38	1.47	1.38

^a Errors more than 10 percent.

The values are in terms of density measured through three color filters, and the observed values are compared with the calculations made by the masking equations and the Neugebauer equations. Where the figures are footnoted, the calculations gave errors of 10 percent or more. It will be seen that for these three colors and this particular set of inks, the supposedly accurate Neugebauer equations actually gave larger errors than the masking equations.

The fact that the masking and the Neugebauer calculations come out so

close is surprising at first, but L. T. Medveson, in a paper presented at the 1950 convention of the Photographic Society of America, has calculated that under some conditions the two equations are almost equivalent. We have done the same thing in a somewhat different way, and have concluded that if the additivity and proportionality laws assumed for the masking equations are true, and if the maximum density is extremely low, the two sets of equations become identical.

(Part 2, the conclusion, will be published next month.—Editor)

TECHNICAL BRIEFS

Abstracts of Current Literature in the Graphic Arts

These abstracts of important current articles, patents, and books are compiled as a service of the Lithographic Technical Foundation, Inc. They represent statements made by the authors and do not express the opinions of the abstractors or of the LTF.

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*U. S. Patent 2,507,494. J. A. Ball, *Printing Equipment Engineer* 80, No. 4, July, 1950, Page 62. The process of multicolor reproduction described is of general application in the photographic and graphic arts, including continuous-tone and halftone dot structure processes and also photogravure processes of printing multicolor pictures. The process comprises exposing four light-sensitive photographic layers to produce four color-separation negatives through light filters which will produce response peaks in the ranges, 445 to 455 millimicrons, 605 to 630 millimicrons, 490 to 535 millimicrons, and 545 to 575 millimicrons. The latent images so produced are developed, and four printing plates with positive images are made. Separate successive imprints are made in register on sheet material from ink-containing colorants, which may be dyes or pigments. *Monthly Abstract Bulletin* 37, No. 9, September, 1951, Page 458.

Application of Ion Exchange Resins In Photographic Processing. H. P. Grogan. *Photographic Engineering* 2, No. 3, 1951, Pages 102-109 (8 pages). The chemistry of ion exchange processes used for the decontamination of photographic wash water and rejuvenation of exhausted hypo solutions is discussed in detail. The general characteristics of cation and anion exchange resins are described.

The Multichrom Masking Camera. Henry R. Long. *National Lithographer* 58, No. 12, December, 1951, Pages 32-33 (2 pages). The author describes the design and applications of the Multichrom camera. The camera, made in England, is suited for use in various methods of tone and color corrections.

*Photographic Wetting Agents. *American Specifications*, 238.8.14-1950. The performance of wetting agents for

use in the processing of photographic materials (exclusive of color photographic material) to assist the processing solution to act uniformly over the surfaces, and after washing and treatment in aqueous solutions, to facilitate uniform draining, is defined. *Photographic Abstracts* 3, 1951, Page 145, The Royal Photographic Society, 16, Prince's Gate, London, S. W. 7, England.

Photo Film Base Changing. *Science News Letter* 60, No. 26, Page 405, December 29, 1951. *Modern Lithography*, 20, No. 1, Jan. 1952, Pg. 95. A new film base produced by Du Pont's photographic film factory at Parlin, New Jersey, which is a polyester resin related to Dacron, is being given field trials. It is claimed that the polyester film is equal to nitrate in transparency and more dimensionally stable.

Planographic Printing Process

*Photolithographic Plate Inking, Drying, and Developing Machine. U. S. Patent 2,555,874. Harry A. Coughlin. *Official Gazette* 647, No. 1, June 5, 1951, Page 234. Means for moving the plate through the machine and effecting different operations on the plate are claimed.

Offset Plates in the Pressroom. Charles W. Latham. *American Printer*, 132, No. 10, October, 1951, Pages 44-45, 60, 62, and 65 (5 pages). The author explains the procedures for handling offset plates in the pressroom. The importance and preservation of grain and the differences between printing and non-printing areas are discussed along with recommended procedures for cleaning the plate if it catches up, for clamping and tightening the plate, and for the use of cylinder marks.

Graining of Lithographic Plates. Frank E. England. *National Lithographer* 58, No. 12, December, 1951, Pages 28-29 (2 pages). Optimum procedures and materials for graining zinc and aluminum lithographic plates are presented.

*Printing Form With Bimetallic Surface. U. S. Patent 2,558,504. Claes B. Aller. *Chemical Abstracts* 45, No. 21, November 10, 1951, Column 9453. Printing forms prepared in the disclosed manner give more exact reproduction in that the fine details and printing points are not attacked during the etching by material from adjacent surface areas. In known methods this effect may result in perceptible changes in the shade values obtained in the reproduction. As an example a metallic base may be plated with Cu or Sn, coated with image-forming nonconducting material, then removed from the plate and the surface of the plate is etched with a solution of an alkali sulfide or polysulfide. This etchant will remove all the Cu or Sn leaving the Zn or Cd covered areas intact.

How Does pH Affect Shelf Life of Plate Coating? *Modern Lithography* 19, No. 11, November, 1951, Pages 37 and 115 (2 pages). A brief summary of LTF study of the effect of pH on the shelf life of bichromated albumin coating solutions. A series of coating solutions were prepared having a pH range of 6.9 to 9.1 and were allowed to age at room temperature. It was found that the storage time necessary for the above solutions to reach the same reddish brown color was a direct function of the pH;

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it required progressively longer storage time as the pH increased. While the actual length of time varied with different lots of albumin and bichromate, the relationship between the pH and shelf life remained the same. The effect of the higher pH values on coating sensitivity can be offset by allowing the freshly coated plates to stand one hour before exposure. From *Research Progress* No. 23, obtainable from LTF, 131 E. 39th St. New York 16, N. Y., for 50 cents to members, 85 cents to non-members.

***Light-Sensitive Resins.** U. S. Patent 2,566,302. Charles F. H. Allen and James A. Van Allan. *Chemical Abstracts* 45, No. 22, November 25, 1951, Column 10665-6. Copolymers useful as photochemical resins can be produced by one of two methods; (1) reaction of polystyrene with a light-sensitive acid chloride in the presence of $AlCl_3$, and (2) reaction of the acid chloride with the monomeric aryl compd., followed by polymerization, cooled with water. $AlCl_3$ 11.5 parts is added in small portion. The mixture is stirred for 1 hr. with gentle heating. After drying, an almost white, solid copolymer containing 1 cinnamostyrene unit to each 6 styrene units in the molecule is obtained. Altering the proportions of the ingredients produces copolymers with a corresponding variation of groups in the resulting product. For ready solubility and good sensitivity to light, 5-18 moles of styrene to 1 mole of cinnamostyrene in the product is satisfactory. Suitable solvents to remove the unexposed copolymer are chlorobenzene, xylene, or decahydronaphthalene.

***Chemical Deposition of Metals.** U. S. Patent 2,560,979. Leopold Pessel. *Chemical Abstracts* 45, No. 22, November 25, 1951, Column 10183. Metallic coatings are deposited from solutions containing 2,4-pentanedione (1), which speeds deposition and makes the deposit hard and bright. H_2O should be present. Thus, steel is immersed, in a solution comprising 10-30% 1 and 7% $CuSO_4$. A hard, brilliant Cu film is formed in seconds. Ag, Pd, Cu, Ni, Bi, Pb, Cd, Se, and Te may be deposited by this method. For high concentrations of 1, a co-solvent, such as diacetone alcohol may be used.

Paper and Ink

Printing Ink and Equipment Development and their Effect on Paper Requirements. L. F. Engelhart. *Technical Association of the Pulp and Paper Industry* 34, No. 8, Pages 116-19A (August, 1951). The author discusses satisfactory printability, the paper properties which govern it, ink structure in relation to drying, heat-set inks and moisture-set inks and their specific requirements of paper, and requirements for other quick-set inks. 3 references. *Bulletin of the Institute of Paper Chemistry* 22, No. 1, Sept., 1951, Page 40.

Photomicrography of Printing Paper Surfaces. I. M. Bernstein. *Modern Lithography* 19, No. 8, August, 1951, Pages 28-31, 89 and 91 (6 pages). Photomicrographs of a number of papers were presented to demonstrate the relation of the surface to printability. A shadowed photomicrograph of newsprint shows its open texture and slack sizing which permit ink retention in the capillary interstices. Comparison of shadowed photomicrographs of unprinted (S&SC Stock) and unshadowed printed

stock shows that not all of the low spots between fibers can be reached by the inked plate. In contrast, the litho stock with an offset print shows that all the areas are reached by the inked blanket. The surfaces of bleached and unbleached kraft, coated paper and board, and cast-coated paper are also shown to illustrate their properties.

A Correction

In the patent briefs, November, Pg. 47, the number given for the U. S. Patent on a "Developer for Bichromated Colloids", Paul J. Whizmuzis and William O. Kaupp, was an error. The correct number is 2,564,414.

Here is the Importance of Paper in Offset Lithography. Charles W. Latham. *American Printer* 132, No. 11, November, 1951, Pages 37, 56, 58, 60, and 62 (5 pages). The author describes the manufacture of paper and the properties important to the lithographer. Grain, two-sidedness, density, hygroexpansivity and the effects of these properties on register and printing are discussed. Poor register due to tight or wavy edges is caused by changes in sheet dimensions with changes in moisture content. Suggestions for correcting this condition are made. Other problems also are mentioned.

***Quality Control of Printing Papers.** G. R. Cranor. *Paper Market*, August, 1951, Pages 48-9. The effect on printability of the following characteristics of paper is discussed: physical strength, surface strength, formation, smoothness, softness, porosity, oil absorption, moisture, and opacity. Tests for a few of these factors are described briefly. *Bulletin of the Institute of Paper Chemistry* 22, No. 3, November, 1951, Page 194. Institute of Paper Chemistry, Appleton, Wisconsin.

***The Amount of Printing Ink Taken by Paper in Relationship to its Smoothness.** E. Leidl. *Allg. Papier-Rundschau* No. 15, August 15, 1951, Page 644 (in German). The amount of printing ink which paper will take depends upon several factors (printing pressure; viscosity, tintorial power, and drying period of the ink; and absorptivity, air permeability, flexibility, and smoothness of the paper) which may accelerate or retard, improve or deteriorate the printing process. The present article deals with the smoothness of paper, which is a surface property; uncalendered, machine-finish, machine-glazed, dull-, medium-, and high-calendered, and supercalendered papers are available. Every paper exhibits the defect of two-sidedness; the rougher wire side may be readily recognized in uncalendered paper although the calendering process does not entirely eliminate two-sidedness. Not only smoothness, but also sizing, loading, and dyeing are influenced during sheet formation on the paper machine; all these factors cause variations in the amount of printing ink taken up by either wire or felt side. The former usually takes more ink which penetrates much deeper into the sheet than the felt side, so that in machine-glazed paper, show-through may be noticeable on the felt side, whereas the wire side does not exhibit any traces of the print from the other side. Calendered papers react differently. High calender pressures decrease the softness and flexibility of the paper

so that the ink must be transferred at high printing pressures. Even when the finest and most expensive inks are employed, they cannot form the correct bond with the highly densified paper structure. *Bulletin of the Institute of Paper Chemistry* 22, No. 3, November, 1951, Pages 196-7. Institute of Paper Chemistry, Appleton, Wisconsin.

Paper Testing Methods — No. 8, Second Series "What You Should Know About Standard Paper Tests."

Charles V. Morris. *Printing Magazine* 75, No. 11, November, 1951, Pages 58-61 (4 pages). The author discusses the importance of grain direction, caliper, basis weight, Mullen burst, stiffness or rattle, tearing strength, folding strength, tensile strength, ink absorption and density. Tests for grain, pasting, water penetration and absorbency, tub sizing, wax pick test, and groundwood fiber content are also described.

Lithography—General

Lithographic Dot Contour — Part One. I. M. Bernstein. *Modern Lithography* 19, No. 11, November, 1951, Pages 43-46 (4 pages). In part one, the author discusses generally the factors involved in lithographic dot contour in an effort to arrive at a better and more accurate understanding of the problem. Discussed and illustrated with photomicrographs are the effects of the paper stock on letterpress and lithographic halftones, and the dot structure on the "Lithure" plate in various steps of its processing.

Dampening in Lithography. Charles W. Latham. *American Printer* 132, No. 8, August, 1951, Pages 28-9, 53-4 and 56 (5 pages). After a detailed description, the adjustment and operation of the dampening system is thoroughly covered.

Transparent Proofs From Type Forms. — Part Two. Morris S. Kantrowitz, Arthur A. Dillon and Earl J. Gossell. *Modern Lithography* 19, No. 11, November, 1951, Pages 40-2, 117, 119 and 121 (6 pages). In this second part are described type forms or line plates, care of rollers, drying of ink, cleaning type, washing blanket, eliminating dust, humidity and temperature, size of sheet, bearer rules, condition of type, locking the form, burnishing the type, inking the press, and makeready. Complete 24 page booklet "Transparent Proofs from Type Forms" obtainable from Supt. of Documents, U. S. Govt. Prtg. Office, Washington 25, D. C. for 30 cents.

Converting Letterpress Photoengravings to Offset. Charles F. King. *Inland Printer* 128, No. 2, November, 1951, Pages 62-3, 90 and 92 (4 pages). Some lithographers are having photoengravings made for both black-and-white work and for color work and then working from either reproduction-proofs or transparencies pulled from these engravings. The author discusses the characteristics of this method of working and points out that it should be economical to attain the same results through conventional lithographic operations. Some of the precautions for the lithographic method are given.

Maintenance of Presses. Carl O. Siebke. *National Lithographer* 58, No. 11, November, 1951, Pages 28-9, 91-3 (5 pages).

(Continued on Page 109)

THIS NAME

MEANS

QUALITY

THIS GRADE

MEANS

ECONOMY

THIS COMPLETE

SELECTION MEANS

BUSINESS

**THE NEW
WESTON
BOND**

25% RAG CONTENT

WESTON BOND — WHITE AND 5 COLORS — A proud product of one of America's oldest and most famous papermaking families. Expertly made in white and five appealing colors and in a complete range of sizes and weights.

WESTON OPAQUE BOND — The utmost in brightness, whiteness and opacity for striking letterheads and printed or lithographed pieces. Recommended wherever extra opacity and brilliance are desired or for light weight without show-through.

WESTON BOND — LITHO FINISH — All the quality and character of a fine 25% rag bond . . . plus a smooth, soft, flat vellum finish especially suitable for fast production of crisp, clean lithographed impressions.

ENVELOPES WITH "GRIP-QUIK" SEALING GUM — U. S. Envelope Company's famous new "Grip-Quik" adhesive insures instant, permanent sealing with complete freedom from curling, warping or premature sticking . . . without sacrificing the appearance or printing and writing qualities of Weston Bond.

Ask Your Weston Distributor For The New **WESTON BOND** Sample Book

MADE BY
BYRON WESTON COMPANY
DALTON, MASSACHUSETTS

Makers of papers for business records... Since 1863



THROUGH THE GLASS

THE pony express was established in 1860 to carry U. S. mail on horseback from St. Joseph, Mo. to Sacramento, Calif. Riders were changed about every 33 miles, and horses oftener. The fastest trip for the 1,960 mile trip was seven days and 17 hours, when Lincoln's first inaugural address was carried. But the regular schedule was 10 days—an average of 196 miles a day.

The maintenance of this schedule in the face of all kinds of weather and among Indian hazards won for the service an undying fame.

Twentieth Century Note: A recent issue of *Modern Lithography* using modern U. S. second class mail, reached subscribers in San Francisco 10 days after it was mailed in Baltimore. An average of 158 miles a day, compared to 196 by pony express.

★

Of course the penny postcard died with the advent of 1952. The Mail-Ad Co., Los Angeles, got out a postcard mailing campaign postmarked, midnight, December 31, 1951. On the cards it noted that this was the last direct mail campaign using the penny postal in U. S. history, it being mailed from the latest time zone in the nation. The company offers \$10 each for any of the cards returned to them 10 years hence. The campaign was promoting the company's new Ad-Art Book No. 1, a stock art clipping book.

★

Charles H. Klein, president of the Progress Lithographing Co., Cincinnati, has been named acting chairman to organize a Cincinnati Chapter of the Young Presidents' Organization, a unique national society composed of men and women who have become presidents before the age of 39 of firms with gross annual sales of at least \$1 million.

★

John C. Winston Co., Philadelphia book publishers, is issuing several books composed on Fotosetter machines (Photo-typesetting). Books will include "Tom Sawyer", "Heidi", and "Treasure Island", each in four-colors. Another book "Basic Microtechnique", published

by the Blakiston Co., that city, is using photo-typesetting. All composition is by Typographic Service, Philadelphia. The Lithographers National Assn. reports.

★

George Kindred, head of Kindred, MacLean & Co., New York lithographers, recently served as one of the judges of the \$10,000 Westinghouse Electric Supply Co. "TV Touchdown Contest", a competition of window displays among appliance dealers.

★

April is to be membership month among the many Craftsmen's Clubs. Harry Christopher of Baltimore, international membership committee chairman announced this month. Advantages of membership, he says, are: valuable technical information, "Share Your Knowledge", industrial fraternalism, progress and promotion, and good fellowship. Watch your coat lapels — somebody may grab 'em.

★

John Poslusny, Chicago planograph shop proprietor, and Mrs. Poslusny, observed their 55th wedding anniversary on Jan. 1 with a family dinner attended by six children and eleven grandchildren. Pictures of the couple were carried by a Chicago newspaper at the time. With his son, Julius, Mr. Poslusny operates the LaSalle Photo Print Co. at 30 N. LaSalle St.

★

The National Assn. of Photo-Lithographers, in a recent bulletin, reminded lithographers that there is a federal law prohibiting the attaching of U. S. coins to advertising of any kind. Section 475, Title 18 of the U. S. Code states: "Whoever . . . writes, prints, or otherwise impresses upon or attaches to any such instrument, obligation or security, or any coin of the United States, any business or professional card, notice, or advertisement, or any notice of advertisement whatever, shall be fined not more than \$500."

★

George Morgan, Jr. of Morgan Lithograph Corp., Cleveland, has received a "Certificate of Cooperation" from the Economic Cooperation Administration for lending technical information to the ECA program.

Lithocraft, Inc., Minneapolis, a lithographic plant, marks its eighth anniversary this year. The firm has grown from a one-man, one-press shop to an organization employing more than 40 workers and equipped with nine modern lithograph presses, including a two-color, and a full complement of cameras and platemaking equipment. Felton Colwell, president, says that sales for Lithocraft have advanced from less than \$1,000 a month in 1944 to more than \$300,000 in 1951.

★

Robert Frame, formerly in charge of public relations for the Standard Register Co., Dayton, was named public relations director of the Dayton Chamber of Commerce, effective Jan. 1. He had been with the register firm since 1947 and succeeds Anthony Saeli, who resigned Nov. 1 to become manager of the Cumberland, Md., Chamber of Commerce.

★

The New York Chapter of the Arthritis and Rheumatism Foundation has appointed John F. Devine chairman of its printing ink committee. Mr. Devine is vice president of the Sun Chemical Corporation.

★

Memories of lithography's "stone age" achievements are being revived in Chicago, where an exhibit of Currier & Ives prints was opened at the Chicago Historical Society Jan. 1 to remain on display through March. The private collection, numbering almost 400 prints, was loaned by a Chicago society lady and is said to be the largest Currier & Ives exhibit ever publicly shown.

★

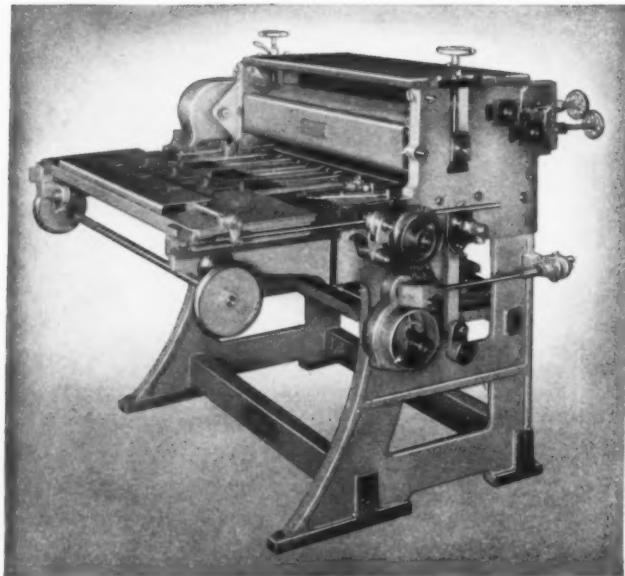
E. H. Munson, president of Grinnell Lithographic Co., Islip, L. I., N. Y., is serving as treasurer of the Volunteers for Taft organization in New York City.

★

Nelson Associates, Inc., Detroit lithographing firm, last month distributed a four-color lithographed reproduction of the painting "Winter Peace", showing a scene from New Hampshire. It is reproduced from the original water color in a limited edition, the company said.★

TOP QUALITY PROFITS PRODUCTION

with Wagner Coating Machines



The Magnetic Spot Coating Machine

This Wagner coater has become the standard for coating metal sheets where a strip or portion must be left bare for soldered seams or for other purposes. The built-in precision assures perfect register at high production speeds. Striping or complete sheet coverage may be had at will.

If you have a metal decorating problem, or are feeling the need for modernization or expansion, call in a Wagner engineer. Our engineers are at your service, backed by more than a half century of specialization in metal decorating equipment.

The Wagner line includes: ROTARY-AIR OVENS, AUTOMATIC STRIPPERS, SPOT COATERS, VARNISHING MACHINES, AUTOMATIC FEEDERS, ROLLER REVOLVING MACHINES, OFFSET PROVING PRESSES, LABORATORY COATERS, SYNCHRONIZING DRIVES, AND OTHER SPECIALIZED EQUIPMENT.

WAGNER LITHO MACHINERY

Metal Decorating Machinery

Harborside Terminal, Unit 3, 34 Exchange Place, Jersey City, N. J.



Division

METAL DECORATING

Balanced Thinner

By Mark W. Frishkorn

Vice President, Interchemical Corp., Finishes Div., Cincinnati*

METAL lithographers, living today have seen advances in metal lithography that are revolutionary. Some of you, as fly-boys, thought you were overworked at 20 sheets a minute. Now if you can't run 80 a minute, the coating is no good.

I recall a trip to Warren, Ohio, to help coat, decorate and fabricate the first 55 gallon lithographed drum heads. Without TiO_2 , or fast drying vehicles, that was quite an achievement. Today, with Rheem Manufacturing Co. making over-all decorated 55's like tin cans, I blush to remember how proud I felt of that little job at Warren.

Not too many years ago, most of our complaints on finishing varnishes were to the effect that they didn't result in a smooth, uniform, glossy finish over ink prints, regardless of how long or hard the ink was baked. If you haven't already seen, I hope you will see, what Harold Jensen (Heekin Can Co.) is doing now on four wet prints. (Four-color press). The development of wet ink finishing varnish was a key factor in making this operation possible.

On this subject of finishes, let us discuss "balanced thinners." Gone are the days when you could operate a paint room with a drum of mineral spirits, or even a drum of mineral spirits and a five gallon can of butyl cellulose. The advent of so many new film-forming materials has neces-

sitated your carrying a supply of new and unusual thinners. The best solvent for a particular film-former seldom yields satisfactory application properties, and a single solvent is never good practice.

Good thinner combinations must be balanced in two directions. First, with reference to evaporation rate; and second, with reference to solvent strength for the particular film-former to be applied.

First, let us consider evaporation rate. Many years ago, one of our metal decorators in the East juked some slow, shaky, worn-out conveyor ovens and put in some fast, heavy, modern equipment. To our dismay, a red coating which had been perfectly satisfactory in the old slow oven, flashed in the new fast oven, and almost burned the plant down. The formulation was normal as coatings were made at that time. Two pastes, two mixing varnishes, a thinner and drier; but exactly the same thinner appeared in the common grinding varnish, the two mixing varnishes, and the mix-off, and that thinner was a very narrow cut of a high solvency mineral spirits, which Standard Oil went to great pains to prepare for us. With twice as much plate going into the oven, and the single thinner evaporating over a very narrow range, we were exceed-

ing the capacity of the exhaust system, and the result was disastrous.

The remedy was obvious. We put four thinners into the formula, evaporating over a much wider range. The result was no more flashes, and a very much better looking red coating. We learned a valuable lesson about laying down a film. Anytime the bulk of the thinner "jumps" out of a film under heat as that film approaches the "set" stage, poor leveling is inevitable.

Were all of our finishes of the old, conventional, oleoresinous type, thinners balanced for solvency would be of little interest to any one except a manufacturer of nitrocellulose lacquers. But with about 90% of all our finishes made of synthetic resins, synthetic vehicles, vinyls and other film-formers, balancing thinners is becoming a major problem.

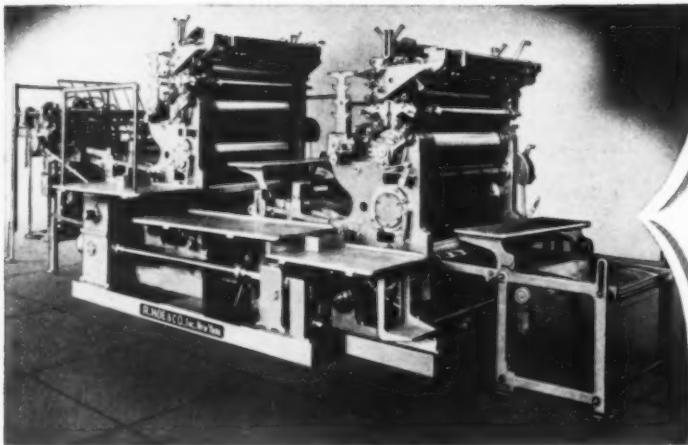
May I again refer to an incident? Our first high processing can body finishing varnish accepted by the trade was a two component mixture, alkyd and amine, and so poor for application that we were obliged to build a special balanced thinner before we even sampled the trade. Now, note what happened: that varnish has been dead these many years, but the thinner goes on and on — in fact its use is still increasing. Why? Because it was balanced for both evaporation rate and solvency toward alkyd and amine mixtures.

*Excerpts from a talk given at the annual meeting of the National Metal Decorators Assn., Cincinnati, October, 1951.

FEATURES THAT

Speed Production

IN METAL LITHOGRAPHING



Other special Hoe features contribute to high-quality production, ease and safety of operation, long service life and low maintenance.

Hoe Two-Color Tandem Presses print on tin plate, steel, or aluminum sheets from 36 to 16 gauge, and are furnished in eight different sizes, ranging from 29" x 36" to 50" x 72". Presses will also be designed and built for special purposes. Write for further information.

R. HOE & CO., INC.

910 East 138th Street • New York 54, N.Y.

BRANCHES: BOSTON • CHICAGO • SAN FRANCISCO • BIRMINGHAM • PORTLAND, ORE.

Fast, top-quality production with HOE TWO-COLOR TANDEM METAL DECORATING PRESSES is made possible by many outstanding features that include:

- **HOE PRE-REGISTER PLATE CLAMP MECHANISM** which permits registration of color plates away from the press—on which another job may be running—thereby resulting in large time-savings in makeready.

- **HOE PLATE LOCKUP MECHANISM** by which a plate is locked on the cylinder by a quarter turn of a single wrench.

- **HOE WATER FOUNTAIN CONTROL** that regulates, to a minute degree, the moisture supply for the dampening rollers.

- **HOE CHAIN-TYPE CONVEYOR.** All "drop rollers" have been eliminated and two chain conveyors substituted, which give positive forward feed, help pre-register the sheets from front to back and eliminate any possibility of marking the previously printed or coated sheet.

BUILT THE BEST

To balance a thinner for evaporation rate for conveyor oven work it is necessary only to know the distillation rates of the individual thinners involved.

To balance a thinner for solvency for a single film-former, involves one additional step. It is necessary to know which thinner (or group of thinners) is an actual solvent, then balance three or four of that group for evaporation rate.

To balance a thinner for solvency for a mixture of two film-formers isn't too difficult. It is first necessary to be sure that both film-formers are mutually soluble in the solid state, then it is imperative that the last heaviest thinner to evaporate from the film be an excellent solvent for both film-formers.★

New Line in Chicago Plant

American Metal Decorating Co., Chicago, specializing in lithographing, lacquering and coating on tin, expected to begin operation this month of a new straight coating line whose erection was started in the plant at 6210 S. Racine Ave., in January. Equipment includes a Wagner coater and oven, according to William Felber, new manager of the company.

Mr. Felber will continue as manager of Illinois Metal Decorating Co., in suburban Lincolnwood, of which he has been in charge for some years, he told *Modern Lithography*, but will also serve as manager of American Metal Decorating Co. under an arrangement which has been in process of negotiation for over a year. He emphasized, however, that in all other respects the two companies will continue to operate independently.

Heads Metal Inks Div.

William M. O'Hara, Jr. has been appointed manager of the metal decorating division of Gaetjens, Berger & Wirth, Inc., Brooklyn ink concern, it was announced last month by William Recht, president. Mr. O'Hara has been in the ink and coating field for many years, Mr. Recht said. In his new post he will serve all territories.

Recalls Baltimore Plant of 40 Years Ago



The pressroom of the old Tin Decorating Co. (American Tobacco Co.) in Baltimore, looked like this about 1913, according to Lloyd Bowden, production executive of Continental Can Co. Plant 9. The Tin Decorating plant was located at Boston and Linwood Ave. Mr. Bowden, then an apprentice pressman, 18

years old, is at the left in the picture. At extreme right in the straw hat is Roy Hitchcock, who was foreman. He is the father of Earl Hitchcock now with IPI in New York. Mr. Bowden displayed the old photograph at a recent meeting of the Litho Club of Baltimore where many metal lithographers are members.

Discusses Means of Further Tin Conservation

THE best prospects for further conservation of tin in canning and packaging lie in the direction of differentially coated electrolytic plate, according to R. R. Hartwell, of the Research and Technical Service Dept., American Can Co. Mr. Hartwell, in an address before the convention of the National Canners Assn. in Atlantic City, Jan. 19-23, discussed many aspects of tin conservation. "It is thought", he said, "that 10 to 15 percent of the total tin consumed for tin plate (with #100/25 differentially coated electrolytic) could be saved now and the potential is, of course, nearly half the tin employed for hot dipped. In other words, we are arriving at the end of tin conservation by conventional methods. What can be done in the future depends increasingly on the tin plate industry."

At the exhibit of the Canning Machinery & Supplies Assn. held concurrently in Convention Hall, numerous can and closure producers had exhibits. These included Anchor

Hocking Glass Corp.; Continental Can Co.; Crown Can Co., and Crown Cork & Seal Co.; American Can Co.; National Can Corp.; White Cap Co.; Armstrong Cork Co.; Aluminum Co. of America; and Heekin Can Co.

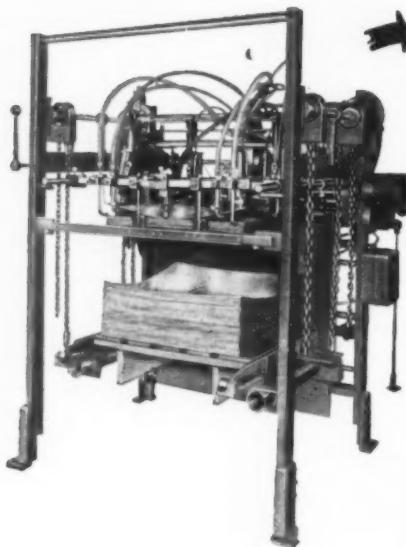
The larger can companies did not display actual products but maintained large space on the exhibit floor furnished as lounges. Numerous closures were shown by the other firms. White Cap Co. of Chicago, was showing its new small shallow lithographed cap for use on fruit juice bottles and similar products. It snaps off easily and can be snapped on again for an effective seal. They are being used on vacuum packed products, a spokesman said.

A feature at the Crown Can exhibit was the sketching of caricatures of exhibit visitors by Joseph Kaliff, New York caricaturist. He will be remembered by those who attended the Buffalo convention last fall of the National Assn. of Photo-Lithographers.

For Metal Decorating Presses, Coating Machines, Slitters, etc.

Dexter Automatic Metal Sheet Feeding

with Continuous Reloading that
Increases Production over given period!



The Dexter End Oven Stripper

... does away with laborious manual removal and stacking of lithographed or coated ferrous sheets from the wickets at the discharge end of the drying oven, stacking them face up in pile delivery without scratching. Complete unit includes stripping mechanism, ferris wheel type turn-over device and pile delivery. Standard units 36 x 36", 36 x 44" and 36 x 48". Special sizes up to 52x74" and larger can be supplied. Let us tell you how the Dexter End Oven Stripper can promote your production and reduce your costs, labor turn-over and spoilage of sheet stock.

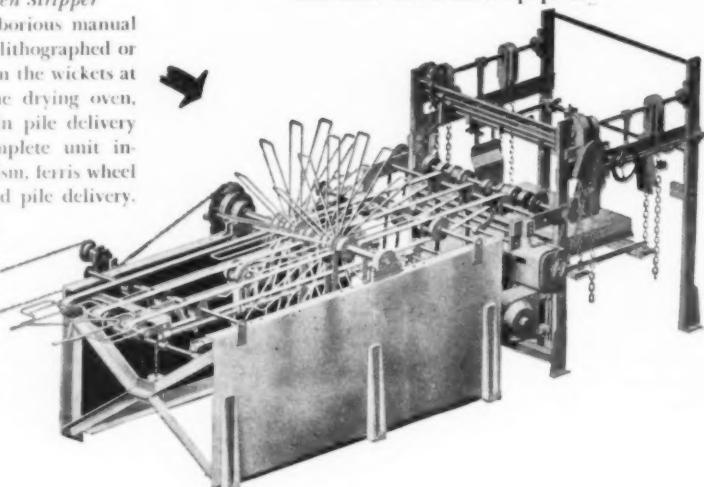
This Dexter Feeder automatically separates, picks up and advances metal sheets to feeding-in point of press or other machine to which it is attached . . . at speeds of up to 85 sheets per minute.

The standard feeder feeds metal sheets ranging from 36 x 36" maximum to 14 x 18" minimum and between 38 and 24 gauge stock. Feeders for larger sizes and heavier gauges also are available.

No time is lost reloading. New loads are placed in feeding position without stopping machine, thus *maintaining continuous production*.

Should two sheets adhere, they are conveyed to reject tray with no break in production. Rubber suction mouthpieces and rubber drop rollers guard against scratching of sheets.

This Dexter Feeder may be attached to
**METAL LITHO. PRESSES, COATING MACHINES,
SORTING MACHINES, SHEARS AND SLITTERS,
PUNCH PRESSES, STOVE PIPE MACHINES,
BUFFING MACHINES, SPRAYERS . . .**
and other metal sheet equipment.



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DEXTER FOLDER COMPANY,

General Sales Offices, 330 West 42nd Street, NEW YORK 18, N. Y.

Branch Offices, Domestic and Foreign Agents

Hoe Names 3 to Sales

R. Hoe & Co. Inc., of New York City, printing press manufacturer, has recently appointed Fred A. Adame, George W. Anger and James M. Crowe to its sales organization as field representatives.

Besides serving an apprenticeship in the Hoe pattern and machine shops, and also attending technical schools, Mr. Adame has had many year's experience in the designing of offset presses, both paper and metal decorative.

Mr. Anger, formerly with the American Safety Razor Corporation, after two years' overseas war service, became a chief inspector in industrial plants for the Ordnance Department of the army. Since the war he has been engaged in similar work at the Hoe plant, and has now been assigned to assist A. Fred Gebhard in sales work in the southeastern territory.

With the Hoe Company for four years before the war, Mr. Crowe had previously been with the American Cyanamid Co. During the war he served for 4½ years in the merchant marine. He is now assisting Gilbert H. Higgins in sales work in the mid-eastern territory.

Nesco Appoints Moore

Nesco, Inc., Chicago, has announced appointment of Chester H. Moore as chief engineer of the housewares division.

NPA Revises Can Order

The National Production Authority on January 22, completely revised Order M-25 and its previous amendments, although Directives 2 and 3 remain in full force.

NPA outlined the changes as follows:

1. Increases quantity of cans that may be used to pack spaghetti and macaroni, chili with beans, non-seasonal soups, dried soaked beans, baby powder, and mechanics' hand paste soap.

2. Permits increased weight of tin coating on cans used for packing carrot juice, hamburger with tomato sauce, and asparagus soup.

3. Permits small users having only one line of canning equipment to obtain sufficient cans to pack products on basis of 13 eight-hour shifts per quarter, or 100 percent of cans used in corresponding quarter of selected base year, whichever is the lesser.

4. Allows packers to compute packing quotas on basis of weight of plate used in corresponding quarter of base year only if no additional tin is used.

5. Tightens the "250 base box" provision.

Add Metal Deco Awards

Awards for excellence in metal decorating were added last month to the 42 classifications of entries in the Second Annual Lithographic Awards Competition sponsored by the Lithographers National Assn. Other classifications cover virtually every phase of lithographed products.

The committee reports that a "vast number of entries" already have been received. All details are being handled at the LNA Chicago office at 127 N. Dearborn St.

Agency Men Hear Talk

The February 14 meeting of the New York Production Men's Club, held at the N. Y. Advertising Club, was to be devoted to new developments in the use of offset lithography for advertising production. H. C. Latimer of the Lithographers National Assn. was to speak, and show some pieces demonstrating various methods. This group is made up of advertising agency production managers. At an open meeting, such as this one, department personnel are also brought in. A method of preparing art for four-color separation, and different types of mechanical separations for "tone" work, were to be shown.

Plan \$3 Million N. Z. Plant

The New Zealand Government last month announced plans for a new Government Printing Office at Seaview, an industrial suburb of Wellington. The building at present occupied by the Government Printing & Stationery Department is in the heart of Wellington and fully occupies its site. When the new building is completed, the department's activities again will be consolidated under one roof with the exception of a small plant which will be retained on the site of the present factory to meet the printing requirements of the legislature.

The new building which is expected to be completed by 1954 will provide a total floor area of approximately 7½ acres on a site of 12 acres and will be mainly of one story construction, embodying several new features of design and layout. The project is estimated to cost over \$3 million, and the preparation of plans and the erection of the building is being undertaken by the New Zealand Ministry of Works.

The New Zealand Government Printer has recently placed heavy orders for new equipment in U. K., the delivery of which should be completed by the time the new factory is ready for occupation. The combination of completely new factory premises and the new machinery should make the Printing & Stationery Department's plant one of the most modern printing establishments in Australasia, the government said.

Ouster Upheld by Court

Orton T. Campbell, 30, was dismissed from the Government Printing Office recently after the District Court of Appeals upset a lower court ruling on reinstatement to his job.

Mr. Campbell lost his job in the printing office in June, 1949 after he was accused of slander by officials of the GPO office, it was reported. Mr. Campbell maintained that he had returned from service to find that he had been reduced in Civil Service grade.

Mr. Campbell filed two suits in the District Court, one to get his job back and one to secure his old Civil Service rating. He lost the suit on the rating, but won his suit on reinstatement in the District Court. The government spent more than \$500,000 in trying to dismiss Mr. Campbell who made \$5,450 per year while working for the Printing Office, according to press reports.

NEWS

ABOUT THE TRADE

Plans Announced for April Point-of-Purchase Show

SOME 60 of the nation's manufacturers and designers of point-of-sale displays will unveil their newest products at the three-day exhibit and point-of-sale symposium sponsored by the Point-of-Purchase Advertising Institute at the Waldorf-Astoria Hotel, New York, April 1-3, it was announced by J. Kingsley Gould, executive director of the institute. An attendance of 10,000, including sales, advertising and administrative executives, from all over the country, is expected.

The exhibit will show the latest sales-building devices now being used by large national advertisers at the retail level—all types of window displays, interior store displays, counter and floor dispensers, and illuminated and motion displays, devised to stimulate impulse buying. The varied materials used include lithography, metal, plastics, plywood, etched glass, plexiglass, self-adhesive signs, etc.

Twelve hundred advertising and sales executives and advertising agency heads are expected at the annual symposium-luncheon, Wednesday, April 2, in the Waldorf ballroom. They will hear of actual experiences of national advertisers in increasing sales volume through the successful use of store promotions and store displays as the final link in the over-all advertising program. POPAI is located at 16 E. 43 St., New York.

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LTF in Annual Meeting

(See Pg. 85 for LTF Election Results)

The Lithographic Technical Foundation planned to hold its annual meeting and election of officers on February 5 at the Lotos Club, New York. The business scheduled included the election of six directors to replace six whose terms expired. The six retiring directors are Harry

NAPL to Convene in N. Y.

The 20th annual convention and exhibit of the National Assn. of Photo-Lithographers will be held in the Hotel New Yorker, New York City, Wednesday, Thursday, Friday and Saturday, November 5, 6, 7 and 8, 1952. A limited number of exhibit spaces are available on the basis of first come, first served. Walter E. Soderstrom, executive vice president, said. This announcement marks a shift from plans announced earlier to hold this convention in Chicago.

E. Brinkman, Cincinnati Lithographing Co., president of LTF; B. E. Callahan, Inland Lithograph Co., Chicago; Ralph D. Cole, Consolidated Lithographing Corp., Carle Place, N. Y., LTF secretary; Arthur A. Goes, Goes Lithograph Co., Chicago; John L. Kronenberg, S. D. Warren Co., Boston, chairman LTF public relations committee; and Frank A. Myers, Copiyer Lithograph Corp., Cleveland, chairman of the research committee.

The new board was to elect LTF officers for the next 12 months.

A feature of the meeting was to be the demonstration of several of the control instruments developed by LTF, and also a showing of the new demonstration offset press developed for illustration of offset principles for school training. The press was built by William Gegenheimer Co., Brooklyn.

Wade E. Griswold, LTF executive secretary, said that the 12 months period just ending had been the most productive in LTF's history from the standpoint of the amount of work in progress, number of publications issued, and amount of research work accomplished. A great deal of progress has been made especially in on-

the-job training courses and in audio-visuals.

All past directors of the Foundation were invited to attend the dinner on the evening of the annual meeting day.

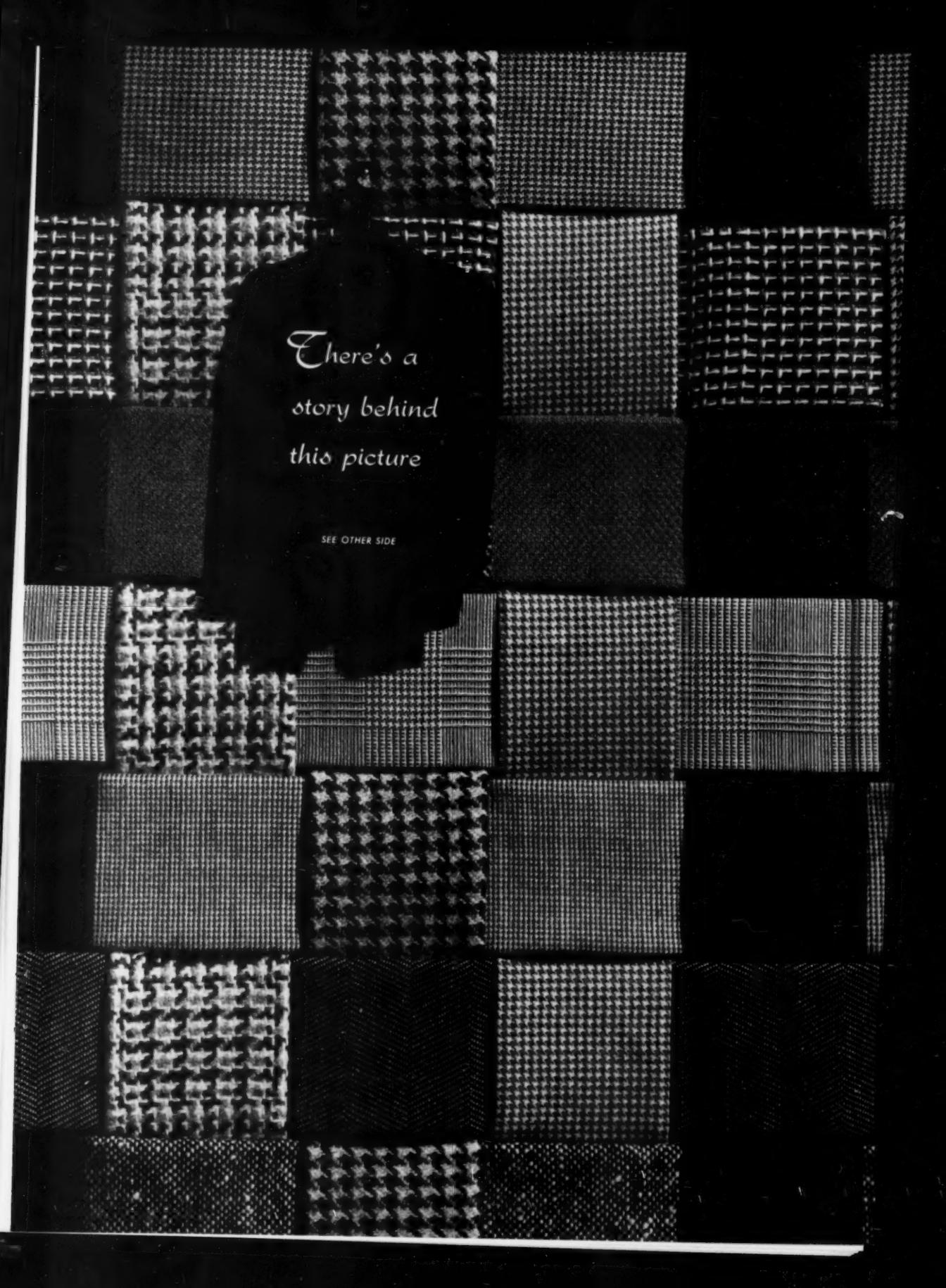
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Chicago Assn. Elects Armitage

The Chicago Lithographers Association, at its annual business meeting, Jan. 14, elected James Armitage as president for 1952. Mr. Armitage, who is vice president of Inland Press, succeeds Arthur F. Meding of Edwards & Deutsch Lithographing Co., who had held the post for two years. Other officers chosen are: vice president, L. Solberg, Regenstein Corp.; treasurer—R. Ferguson, American Litho Arts; and secretary—Vernon Evans, Veritone Co.

Mr. Meding, the only person to serve as president for two successive terms, was made a member of the board of directors and Robert Thomas of U. S. Litho Co., Inc. was chosen to fill a vacancy on the board, whose other members are W. Bold, Rand, McNally & Co., Stanley Kukla, L. S. Berlin Press, Cecil Pickard, Newman-Rudolph Lithographing Co., Harold Dethlefsen, Process Litho Arts and C. A. Nordberg, Chicago Offset Printing Co.

Meeting at the Chicago Athletic Club, the organization's various officers and committee chairmen presented reports on activities of the past year. Others who participated included Norman Goddess, the association's legal counsel, Miss Dietz, full-time secretary of the joint management-union health and welfare fund, B. E. Callahan of Inland Lithograph Co., chairman of the Chicago Lithographic Institute's Board, Wm. O. Morgan, general manager of the Institute, and G. H. Mattson, of the Lithographers National Assn.



There's a
story behind
this picture

SEE OTHER SIDE

How The Picture Was Reproduced

Swatches of fine suitings for men were furnished by Hickey-Freeman Co. They were assembled and photographed with the printed cut-out in position. Copy was an 8 x 10 Kodak Ektachrome transparency. Scanned separation negatives were made on Kodak Panatomic-X Film. Continuous-tone separation positives were produced by contact on Kodak 33 Plates. Using the Kodak Process Ektar Lens, f/10, with Shutter, 1/8" focal length, halftone negatives to size were made on Kodalith Ortho Plates. Screen rulings were 150 for yellow, "red," "blue," and black. Kodak Packaged Chemicals were used throughout. From copper originals, nickel-faced electros were used for printing single color dry, with process gloss inks on 80-lb. #1 coated stock.

The effectiveness of full color is beyond question. When the original copy is planned for multiple use, costs can be spread. For example, in fabrics, one set of color separations will serve as the basis for illustrations in a sample book, a magazine advertisement, a mailer, a point-of-sale display.

FROM COPY

TO METAL

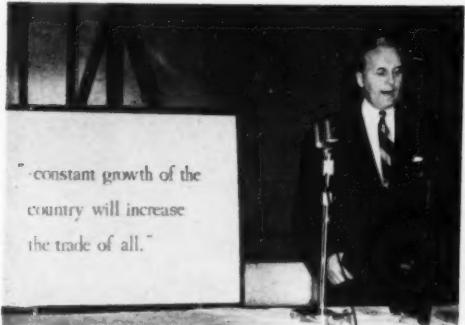


IT'S KODAK

GRAPHIC ARTS DIVISION

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

Kodak



3 Major Speakers at Milw.

Printing Week in Milwaukee was highlighted by the annual dinner sponsored by the Milwaukee-Racine Club of Printing House Craftsmen and seven other graphic arts groups of the city, including the Milwaukee Litho Club. Colonel E. W. Palmer, president of the Kingsport (Tenn) Press, Inc., principal speaker, told of the relation between printing and progress. "Too often," he said, "many of us, forget or overlook the salient fact that printing is not only a great industry—it is also an art that has grown, through man's need, into a great industry."

Arthur A. Wetzel, president of Wetzel Brothers, Milwaukee combination plant, advised that printers should imitate their American patron, Benjamin Franklin, in his devotion to public service and social duties. "We must be ready, we must be willing to assume public responsibility, when we are asked," Wetzel said. "But even better," he continued, "we must look for the opportunities to serve our communities well. The way to start being a good citizen is to be a good businessman first." Mr. Wetzel is president of the Printing Industry of America, Inc.

Thomas P. Mahoney, technical sales executives of Regensteiner Corp., Chicago, and third vice-president of the International Assn. of Printing House Craftsmen, outlined the objectives of the craftsmen. He explained that one of the major purposes of the international association is to publicize the importance of printing to the national economy.

Addresses Prtg. Week Groups

Arthur A. Wetzel, Wetzel Brothers, Inc., Milwaukee offset letterpress firm, president of the Printing Industry of America, traveled over 3,000 miles to make several appearances on Printing Week programs during January. The schedule included two appearances in Milwaukee, and addresses in Oklahoma City, St. Louis and Pittsburgh.

Adds Multi-Color Presses

Wetzel Brothers, Milwaukee, recently placed in operation a new Miehle 61 four-color offset press and a Miehle two-color, same size. These were shown at the company's open house, reported here last month. They are part of an expansion program which included acquisition of additional space, and also the installation of new bindery equipment.

Milwaukee Co. Moves

Photo Litho Co., Milwaukee lithographing firm, has announced a move to larger quarters at 441 West Juneau. For the past four years the business was at 210 W. Michigan. Charles Luoff and Samuel Schieman are the owners. The move was announced with a small French-fold

mailing piece, titled "Why did Moe have to go?".

Open G. A. Center in Milw.

A Graphic Arts Center, housing several organizations of the Milwaukee area was scheduled to open Feb. 1 at 714 W. Wisconsin Ave., that city. The space will house the local Graphic Arts Assn., and the Graphic Arts and Advertising Guild. The Milwaukee-Racine Club of Printing House Craftsmen also may participate, it was said. The quarters, on the third floor, will provide 17,000 square feet of space.

Minn. Firms Add Presses

Brown & Bigelow, St. Paul, Minn. is now operating enlarged offset production facilities including two new multi-color presses. They are a Harris 42 x 58" two-color, and a Harris four-color of the same size.

Recent installations in Minnesota also included a Harris 17 x 22" offset press at Deluxe Check Printers, Inc., St. Paul, and a Harris 22 x 34" press at Josten Engraving Co., American Yearbook Div., Owatonna, Minn.

Plan Litho Clinic

A clinic on lithography, one of a series of Printing for Commerce clinics, is scheduled to be held at the Architectural League, 115 E. 40 St., New York, March 26.

Minn. Co. Adds Two-Color

The Leicht Press, Winona, Minnesota, recently installed this new Harris 22 x 34" two-color offset press, to help fill increasing orders for multicolor work. President Fred Leicht (left) and manager Ruben Johnson (center) examine a press sheet. Pressman Pat Maloney looks on. The Leicht Press dates from 1905 and operated as a letterpress plant until 1935, when offset equipment was added. Now, the company specializes in color lithography. Besides the new two-color, the firm operates three Harris single-



color 22 x 34" presses, two Seybold cutters, and a Seybold three knife-book trimmer.

**"Why Dad
I can run this myself!"**



Power mowers in February?

Of course it will be a while before power equipment for lawns and gardens again becomes of major interest to homeowners in many parts of the country.

But it's none too soon for manufacturers and printers alike to be busy preparing the instruction booklets that will help millions of purchasers become satisfied owners. For manufacturers know the importance of combining accurate reproduction of their products with simple, concise directions that assure easy operation for everyone.

Whether your instruction material calls for production by letterpress, lithography, or rotogravure, you'll find it pays to select Oxford quality papers from the wide variety of coated and uncoated grades.



**OXFORD PAPERS
Help Build Sales**



OXFORD PAPER COMPANY
210 Park Avenue, New York 17, N. Y.

Mills at Rumford, Maine, and West Carrollton, Ohio

OXFORD MIAMI PAPER COMPANY
35 East Wacker Drive, Chicago 1, Ill.

Plan Typo Clinic

One of the features of the 33rd annual convention of the International Assn. of Printing House Craftsmen, to be held in St. Louis, August 10-13, will be a typographic clinic. Howard N King, second vice president of the association, has been selected as the chairman. The plans call for a panel of experts to be chosen from various sections of the country, whose duty it will be to answer questions on type faces, type design, layout, composing room procedures and anything pertaining to the art of typography.

Mr. King is issuing an invitation to printers everywhere to send their questions to him, at The Maple Press Co. in York, Pa. Craftsmen membership is not necessary for submitting questions.

MASA Appoints Chairmen

The general chairman and program chairman for the 1951 convention of the Mail Advertising Service Assn. International have been announced by S. M. Feldenheimer, Philadelphia, president. The convention will be held in the Shoreham Hotel, Washington, D. C. Oct. 4-7. Dial Elkins, of Batt, Bates & Co., Washington, D. C. is general chairman and Paul Krupp, of Advertisers Mailing Service, Los Angeles, is program chairman. Mr. Krupp is also western vice president of the MASA.

Head of Washington Co. Dies

Michael J. Downey, 62, president of Waggaman-Downey Co., Washington, D. C., died January 19 in a Bethesda hospital. The company produces offset advertising material.

Add Presses in South

Gill Printing & Stationery Co., Mobile, Ala., recently added a Harris 17 x 22" offset press. E. S. Upton Printing Co., New Orleans, installed a Harris 21 x 28" press.

Missouri Companies Expand

James Mulligan Printing & Publishing Co., St. Louis, is now operating a new Harris 17 x 22" offset

press. A Seybold 64" cutter recently was added to the facilities of Western Tablet & Stationery Co., St. Joseph, Mo.

Ideal Opens Atlanta Branch



John R. McStatts (above) has been placed in charge of a new branch office of Ideal Roller & Mfg. Co., at 603 Parkway Dr., N. E. Atlanta. Robert C. Fuller, Jr. will assist him in serving the south Atlantic area. This is the eighth branch opened recently by the company, the announcement stated. Representatives cover every state now except Idaho and Wyoming, according to E. B. Davis, vice president. The company also is represented in Europe, South America and Asia.

Standard Reg. Advances Smith

Mark Smith, associated with the Standard Register Co., Dayton, since 1935 and manager of the Pittsburgh region since 1946, has been named western division manager. He will supervise sales operations of regional and sub-regional offices comprising Standard's western division. His headquarters will be in Kansas City.

Mr. Smith succeeds J. W. Mathews, who is retiring after 33 years with the paper forms and register manufacturing company. Mathews became associated with the company six years after it was founded.

Texas Firms Add Presses

Three Texas companies recently added Harris offset presses to their facilities it was announced last month. They are Etheridge Printing Co., Dallas- 17 x 22"; Stafford-Lowden Co., Fort Worth- 35 x 45" two-color; and Biggers Printing Co., Houston- a 17 x 22".

Gair Buys Amer. Coating Mills

George E. Dyke, president, Robert Gair Co., Inc., New York, and J. P. Lewis, chairman of the board, Owens-Illinois Glass Co., Toledo, Ohio, announced in January the signing of a contract approved by their respective boards providing for the sale by Owens-Illinois of the manufacturing plants, business and inventories of its American Coating Mills Division to Gair on April 1, 1952.

Under the transaction, Robert Gair Co., Inc., manufacturers of paperboard, folding cartons and shipping containers, will acquire paperboard mills at Elkhart, Indiana, and Middletown, Ohio, and carton fabricating plants at Elkhart, Chicago, Illinois, and Grand Rapids, Michigan. In exchange, Owens-Illinois will receive approximately 400,000 shares of common stock of Gair and a substantial cash consideration. Inventories will be purchased for cash. Mr. Dyke said that Gair will shortly call a stockholders' meeting to approve the transaction and authorize the necessary additional common stock.

The manufacturing operations of Owens-Illinois which are devoted to making corrugated boxes for the company's products will not be included in the transaction, Mr. Lewis said.

"The business of American Coating Mills," Mr. Dyke said, "will be operated as a separate division of Gair under the direction of R. L. Snideman, president of American Coating Mills, and his staff.

Changes at Shellmar

Dr. Vlon N. Morris, associated with the Industrial Tape Corp. since 1940, has been named director of research for the Shellmar Products Corp., Mt. Vernon, Ohio, converter and manufacturer of flexible package materials.

Philip B. Whiting, formerly with R. R. Donnelley & Sons, Chicago, has been named controller for Shellmar, succeeding Kenneth L. Warren, recently elected treasurer of the corporation. George L. Breithaupt, has been named to Shellmar's legal staff.

MERCURY PRODUCTS

the pressman's best friend!

Along with the advantages of new inks, new papers and other developments in the industry, there invariably arise press problems which call for new improvements in rollers and blankets. The makers of Mercury Products

have always planned ahead for these developments, and are ready with tomorrow's accessories—today. Thus, research conducted by the makers of Mercury Products has saved the nation's pressmen many a "headache."

RAPID ROLLER COMPANY

D. M. RAPPORT, Pres. Federal at 26th Street CHICAGO 16



Named IPI Advertising Mgr.

O. C. Holland (above) has been appointed director of advertising and sales promotion of the Printing Ink Div., Interchemical Corp., New York. It was announced by W. F. Cornell, president of Interchemical. Mr. Holland succeeds the late George Welp with whom he served as assistant director for the past five years.

A graduate of the University of Oregon, Mr. Holland has a broad experience in the advertising and sales fields. He began his career in the East as advertising assistant with Sunshine Biscuit Co. and served six years as division manager for the Axtom-Fisher Tobacco Co., Louisville, Ky., now a part of Philip Morris & Co. Prior to joining IPI in 1947, Mr. Holland was acting advertising manager for the Maxson Food Systems, Inc., New York.

In World War II, O. C. Holland served as a naval officer. Mr. Holland is known in the graphic arts field as a lecturer on color and printing and as author of numerous articles on printing ink. He has addressed packaging and printing groups in major cities throughout the eastern and central states.

Walters Gives Report

W. H. Walters of U. S. Printing & Lithographing Co., Mineola, N. Y., was in Hot Springs, Va., for the recent meeting of the board of directors of the Folding Paper Box Association of America, where he presented a report from the organization's Labor Relations and Safety Committee, of which he is chairman. Among other business the directors completed arrangements for the annual convention, to be held at the Drake Hotel, Chicago, March 17 to 19.

YLA Hears Macaulay, Birren

Use of statistics in paper quality control in the offset plant was discussed at the January 9 meeting of the Young Lithographers Assn. of New York. The speaker was Donald Macaulay, president of Paper Quality Control, Inc., Chappaqua, N. Y., who told of the utilization of paper testing, sampling, and statistical analysis in planning press work. By these methods, which he detailed to some extent, skids or rolls of paper stock may be classified and tagged in accordance with their varying properties. Thus, similar skids of the same shipment may be grouped together in anticipation of problems which will arise, as revealed in preliminary tests.

The YLA planned another meeting for February 13 at which Faber Birren, color consultant, was to speak. The annual business meeting and election is to be March 12. Other meetings planned include April when Walter E. Soderstrom, executive vice president of the National Assn. of Photo-Lithographers is to speak, and May, which is to consist of a visit to a paper mill.

Meetings are held regularly at the New York Advertising Club.

Four new members were announced in January: William Westhoff, Kienle and Co.; James McNamara, Sigmund Ullman Co.; Daniel Arvan, Metropolitan Lithographers Assn. and Richard Fenn, in the armed forces.

Wolfe in Australia

Herbert J. Wolfe, president of Kienle and Company, Brooklyn ink manufacturers, left New York January 15 for a combination business and pleasure trip to Australia. Mr. and Mrs. Wolfe were making the round trip by air, and expect to return early in March.

DuPont Shifts W. A. Taft

W. Allen Taft, former assistant manager of the Parlin, N. J., plant of the Du Pont Company's Photo Products Department, has been appointed



Joins Miehle in N. Y.

F. Irving Walsh (above) of the Miehle Printing Press & Mfg. Co. has been assigned to the New York-Connecticut sales territory. Carlton Mellick, vice-president in charge of sales for Miehle, announced. Mr. Walsh is a graduate of Princeton University, served as a naval officer five years, and joined Miehle in 1946. He was first in the installation and service department, and later became chief of the technical section. His territory will include all of Connecticut and part of New York.

assistant district manager of the department's Chicago sales office, it was announced last month by K. T. Molin, director of sales. Robert K. Perrine is manager of the Chicago office.

Mr. Taft, who is 40, is a native of Arlington, Mass., and attended the Massachusetts Institute of Technology, being graduated in 1935 with a bachelor of science degree in chemical engineering. Following graduation he joined the Du Pont Explosives Department as a chemist. He was appointed assistant manager of the Parlin photo products plant in 1949.

To International Paper Board

The board of directors of International Paper Co., New York, last month announced the election of William J. Murray, Jr. to the board to fill the vacancy created last May by the death of Albert H. Wiggin.

Mr. Murray, a native of Columbia, S. C., is chairman of the board of McKesson & Robbins, Inc. and a director of the Bank of Manhattan Co. and General Foods Corp.

DI-NOC
now brings you a superior
HALFTONE
New **FILM**
DINOLITH
ORTHO



**OTHER DI-NOC
PHOTOGRAPHIC
PRODUCTS**

- DINOGRAPHIC Vinyl Base Film
- DINOBASE Vinyl Sheets
- DINOPAQUE Opaque

The superior dot etching quality of Dinolith Ortho lithographic film will give you sparkling clear, halftone reproductions.

This newest photomechanical film has high density, high contrast, lies flat without curling, opaques smoothly, and is easily handled.

For better halftones, use new Dinolith Ortho—the *Superior* halftone film.

FREE TRIAL Write for free trial package containing four 8"x10" sheets — no obligation.

THE DI-NOC COMPANY

DINOGRAPHIC DIVISION • 1700 LONDON ROAD • CLEVELAND 12, OHIO

Branch Offices. New York City, 295 Madison Ave. • Chicago, Illinois, 333 North Michigan Ave.
• Detroit, Michigan, 616 Pallister Ave. • Los Angeles, California, 1512 South La Cienega Blvd.

Printing Week in Boston

Printing Week during January was officially declared by Governor Paul A. Dever as Printing and Publishing Week in Massachusetts. Among the events held during the affair were: Trade School Round Table Discussion sponsored by the Boston Club of Printing House Craftsmen on closer cooperation between the printing industry and trade schools in New England; an exhibit of 60 best textbooks selected by the American Institute of Graphic Arts on display at the Bookbinders of Boston Workshop; Advertising Club Luncheon held at the Statler with Direct Mail Day at the Ad Club with a report read by Henry Godfrey, of J. Walter Thompson Co., New York; displays of printing on exhibit; and three direct mail clinics ran concurrently under the chairmanship of Raymond C. Strawbridge, Dickie-Raymond.

Another event was a clinic on salesmanship. This clinic session, sponsored by the New England Printing Supply Salesmen Guild, had Millard D. Taylor, Inc., Boston, as chairman. Panel members were: Dr. George Cramer, Sinclair & Valentine Co., New York City; Henry Schneider, Charles Francis Press, Inc., New York City; George M. Goldsmith, George Goldsmith & Harold Tregar, Advertising, Providence, R. I.; Gordon C. Sanderson, Sanderson Bros., No. Abington, Mass.; Parker Loring, and Frank J. Madden, Scott Linotyping Co., Inc., Boston.

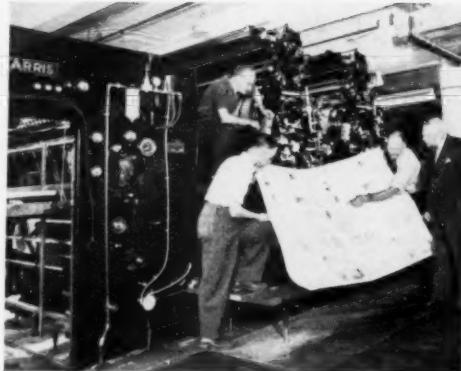
Walter E. Soderstrom, executive vice-president of the National Assn. of Photo-lithographers was the speaker at the Graphic Arts Luncheon, sponsored by the Graphic Arts Institute of New England. A question and answer session on problems of the industry was held as a Share Your Knowledge clinic. It was under the chairmanship of Carl A. Nelson, American Type Founders, Boston.

The Sixth Annual Printing and Publishing Week banquet, social high-light of the week, was held at the Copley Plaza Hotel, Boston. The featured speaker at the event was Bill Cunningham, newspaper columnist and radio commentator.

MODERN LITHOGRAPHY, February, 1952

Canada Co. Adds Big Two-Color

Copp Clark Limited, 110-year-old Toronto publishers, recently installed this Harris two-color 50x72" offset press. Handling the largest sheet of any offset press in Canada, it will be used for road maps, display material, box wraps, greeting cards, calendars and general advertising matter. Copp Clark is equipped with both offset and letterpress machinery, and also operates one of the largest binderies in Canada. Since the company began using offset in 1912, the offset division has grown to a position of prime importance—today, approximately 75% of Copp Clark's textbook printing is done by offset. To serve Canada's bi-lingual population, much work is done in both French and English. In this photo, Brigadier Alan M. Thomas (right), vice-



president of Copp Clark examines a press sheet from "The Story of Canada," a colorfully illustrated book recently distributed to Canadian school children. Holding the sheet are (left to right) plate room foreman Ambry Mortlock and litho foreman Alan Parkes, while pressman Albert Roberts stands on the press.

Keller Forms New Division

William J. Keller, Inc., Buffalo printers and lithographers, has set up a new University Press Division and has appointed Donald W. Boyd, Jr. as division manager.

Vice President William J. Watson said the new division will provide a printing service for colleges and universities, handling the printing of catalogs, books and other printed material for educational institutions.

The new manager of the division has been director of public relations at Clarkson College of Technology in Potsdam.

Observe Week in Buffalo

The Printing Industries Assn. of Western New York and the Buffalo Club of Printing House Craftsmen jointly observed Printing Week in Buffalo by sponsoring an exhibit in the Erie County Bank Building in downtown Buffalo.

The exhibit was open daily throughout January and was designed to be of wide interest to the general public, business men and students.

J. E. Holmes, Holyoke, Dies

Joseph E. Holmes, 71, president of Crocker-McElwain Paper Co., and also of the Chemical Paper Co.,

Holyoke, Mass., died January 20. A graduate of Dartmouth College, Mr. Holmes joined the two companies in 1918 after several years in banking. He became a director of the paper companies and later was treasurer, and vice president. He became president in 1940.

Reynolds Speaks

A. P. Reynolds, director of the Printing and Testing Department of the S. D. Warren Co., Cumberland Mills, Maine, was the guest speaker of the Buffalo Club of Printing House Craftsmen, Buffalo, N. Y. at their January meeting. His topic was "Printability of Coated Papers".

Adds Two-Color in Conn.

A Harris 22 x 34" two-color offset press was installed recently at the Kellogg & Bulkeley Div., Connecticut Printers, Inc., Hartford, Conn. This was listed in a Harris-Seybold announcement of installations.

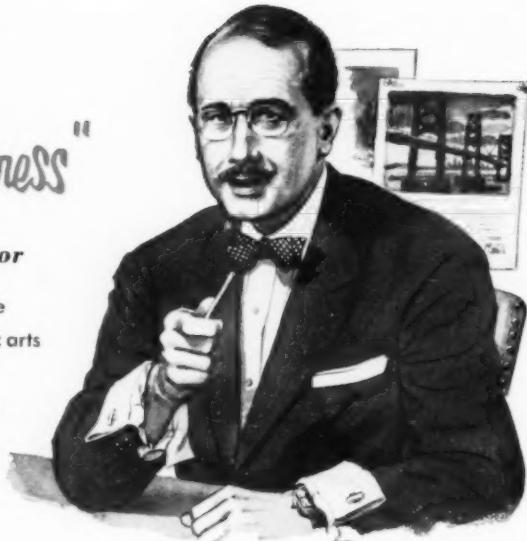
New Engl. Firms Add Cutters

Capitol Offset Co., Concord, N.H., recently installed a Lawson 39" cutter. Providence Lithograph Co., Providence, R. I., added a Lawson Electronic spacer cutter.

"My finished art is done on the press"

... Says The Agency Art Director

"I've learned this . . . on the press, art comes to life or falls flat on its face. That's why I consult graphic arts experts on every detail, including paper. Speaking of paper, my offset reproduction team and I agree . . . Ticonderoga Offset always brings out the best in our work."



"THE PRODUCTION MAN tells me what process to use for best reproduction of art work."



"THE PRINTING SALESMAN instructs his foreman who decides on mechanics of production and paper."



"THE PLANT FOREMAN instructs the press room foreman accordingly. For consistently good results their choice of paper is always TICONDEROGA OFFSET."

Art work sparkles on TICONDEROGA OFFSET

Make your next lithograph job the best you ever produced. True black & white and color reproduction . . . fine ink affinity . . . with sharp, clean results . . . you'll get them all on TICONDEROGA OFFSET. And you'll save money, too. Printers everywhere respect TICONDEROGA OFFSET for its thoroughbred performance. International Paper Company, 220 East 42nd Street, New York 17.



International **P**aper COMPANY
BOOK AND BOND DIVISION

"Week" on Smaller Scale

Chicago printers made no widely organized, industry-wide effort to observe Printing Week this year, although several events were held. On Jan. 20 the Old Time Printers Association made its annual pilgrimage to Lincoln Park for the traditional wreath-laying ceremony at the Benjamin Franklin statue, then adjourned to the nearby Chicago Historical Society museum where they were addressed by Dr. Wm. McGovern, history professor at Northwestern University.

On Franklin's birthday, Jan. 17 the Chicago Federated Advertising Club held its regular scheduled monthly luncheon meeting at the Morrison Hotel but devoted the program to "direct mail" rather than any particular treatment of Printing Week in general. Principal speaker was Edward N. Mayer, Jr., of James Gray, Inc., New York, whose topic was "The Greatest Direct Mail Campaign in the World." Cooperating by invitation in this meeting were three other organizations, the Direct Mail Club of Chicago, the Mail Advertising Service Association of Chicago and the Graphic Arts Association of Illinois.

Estimates Chicago's Volume

Chicago's printing and publishing industry is now in the billion dollar class with respect to dollar value of output, according to the Chicago Association of Commerce and Industry. During 1951, a tabulation by the Association shows, printing presses in that city turned out products with an estimated value of \$1,010,000,000. Major industries in the Chicago metropolitan area, established a new all-time record both in physical volume and dollar value of products in 1951, the association said, the increase being some \$2 billion dollars above a previous high.

Chicagoans Add Presses

Kramer & Son, Inc., 60-year old Chicago printing firm, has installed a new Harris 17 x 22 offset press, which according to Clarence Weber, superintendent, replaces an older

model used since the company first added offset facilities three years ago. Other recent Harris offset installations in Chicago include a 22 x 34" two-color press for Geo. F. McKiernan & Co., and a 17 x 22, for John Dickinson Schneider.

Dutro Opens in Chicago, N. Y.



Orville Dutro & Son, Inc., Los Angeles press manufacturing firm, has announced the opening of branch offices in Chicago and New York. The Chicago office, at 110 S. Dearborn St., is managed by Fred Albus (left) who joined the company in 1948. For 19 years he was with a large manifolding company, where he had charge of almost every type of manifolding equipment in both letterpress and offset. From Chicago he will have charge of sales in the central area.

The New York office, at 1133 Broadway, is managed by Norman X. Guttman (right) a graduate engineer of the University of Minnesota. His territory includes the eastern area.

Both branches will carry a complete line of accessories and parts for the Dutro Speed-Flex and Color Verter equipment.

Container Corp. in Offset

A Miehle No. 76 two-color offset press has been installed in the Chicago folding paper box plant of Container Corporation of America, where the first run on the new equipment was completed early in January. Container Corp. has 13 folding carton plants in various cities, but the Chicago factory is the only one using offset for printing folding boxes, according to Frank W. Hickman, assistant to the plant manager at Chicago. Letterpress is used elsewhere and rubber plate printing, he said, is used on the fiber board shipping containers.

Moran Leaves Chicago Firm

John T. Moran resigned his post as president of the Gunthorp-Warren Printing Co., Chicago, effective Jan. 10 and was expecting, according to reports, to become associated shortly with another large printing firm.

Cites Paper Box Progress

Edward Berg, plant superintendent of Ace Carton Co., Chicago, manufacturers of folding paper cartons, folding displays and display containers, was guest speaker at the Jan. 22 meeting of the Chicago Club of Printing House Craftsmen, where he discussed technical development contributing to the progress of the paper box industry. Citing statistics on volume of business done and number of plants involved, Mr. Berg outlined the present status of the paper box branch of the graphic arts and discussed as well the complete range of products and their varied uses. Planning and design and details of production processes were explained and reference was made to the quality control and method research program now being conducted by Ace Carton Co. A movie, "The Magic Box," produced by the Folding Paper Box Association of America, which portrays the making of folding paper boxes, was shown and an exhibit of these boxes was displayed through the courtesy of this trade association.

Judging Chicago Entries

Judges were busy in Chicago this month appraising entries and selecting the winners in the 25th annual "Design in Chicago Printing" contest, sponsored by the Society of Typographic Arts, which will be exhibited at the Art Institute of Chicago, March 15 to April 27. Awards will be made in eight categories of printed products, and certificates will be presented not only to the designer but to all others concerned in production of the winning pieces, including client, art director, illustrator, typographer, and printer or lithographer. Some 200 other pieces of superior excellence in design also will be selected for inclusion in the public showing. To mark the society's silver anniversary plans are on foot to make this an outstanding event.

On the panel of judges are Ralph E. Eckerstrom, art director, Univ. of Illinois Press, Thomas Folds, head of the art department at Northwestern University and Everett McNear, noted designer and illustrator.



It's **CRYSTAL-CLEAR**
why Results are Uniform



After months of intensive basic research, we recently perfected a revolutionary new process of synthesizing our long-famous Premium Graph-O-Lith® developing compound. The effects have been startling—crystal-clear solutions as the powder dissolves, longer keeping qualities, improved development performance, and absolutely uniform results from successive cans. This is the finest photo-mechanical film and paper developer Hunt has ever produced. A trial two-gallon can of Premium Graph-O-Lith will be sent free on request.

A maximum contrast developer for process film and plates, thin-base strip films and photo-mechanical papers.

Established 1909
PHILIP A. HUNT COMPANY

Manufacturing Chemists

PALISADES PARK, NEW JERSEY

CHICAGO, ILL. CLEVELAND, OHIO CAMBRIDGE, MASS.
 BROOKLYN, N.Y. DALLAS, TEXAS LOS ANGELES, CALIF.



Heads R & P in West



John Skahill, (above) photographic sales manager, Roberts & Porter, Inc., lithographic supplies, has been named western district manager, in charge of all R & P western branches, according to an announcement this month by Hugh R. Adams, Jr., president. Mr. Adams explained that technical demands in the West have become so great that it "seemed only logical to put a highly technical man in charge out here."

Mr. Skahill has been with Roberts & Porter for the past four years. Before that he was sales manager of the graphic arts photographic division of Ansco.

Prepare for Poster Awards

The Art Directors Club of Chicago has announced that its 20th national exhibit of outdoor advertising art will go on display in the Marshall Field & Co. galleries, Chicago, for two weeks starting June 2, with presentation of awards to be made at a dinner on May 27. Closing date for entries in the competition for the "Best Posters of 1951" was Feb. 16.

Lithographers or plant operators and others concerned in production of 24-sheet posters in thirteen categories of subject matter were among those submitting designs for judging. Painted bulletins and an extra class of black light painted bulletins were also entered. Grand prizes of gold, silver and bronze medals will be given for "Best in show" and bronze medals will be given as first prize in each subject category, with framed certificates for second and third places there. Certificates of merit will also go to the other designs selected on their merit for inclusion in the "100

Best." Following the show Outdoor Advertising, Inc., will publish the customary "Poster Annual" carrying all prize winners, the 100 best and a selection of other posters.

Adds Second Small Press

Haro Printing & Lithographing Co., Chicago, last month completed erection of a new Miehle No. 29 offset press, it being the second of this model which the company now operates. Made in Germany, this press was recently introduced in this country by the Miehle company after preliminary testing, completed last March in the Haro plant at 801 S. Wells St. The company also operates two Harris offset presses, according to Florian Bentkowski, foreman of the offset department.

Launching Training Program

A supervisory training program with a new approach to the dissemination of ideas and instruction for the benefit of the International Association of Printing House Craftsmen's membership of more than 12,000 will soon be under way. A special committee, headed by William Gutwein, is formulating a plan which will embody several ways in which a craftsman, anywhere, can avail himself of the kind of program which will fit his particular circumstances and resources.

The program tentatively referred to as the "Supervisory Training Committee's Five Point Program for Craftsmen" will include: 1) Foreman's Management Program; 2) College Education Program; 3) Recorded Case Problems; 4) Movies Devoted to Supervisory Problems; 5) Bibliography of Selected Reading Material.

Wilson Net Lower

Wilson Jones Co., Chicago, manufacturers of blank books and business forms, earned a net profit of \$178,046, or 62 cents a share for the quarter ending Nov. 30, 1951. This compares with \$200,742, or 68 cents a share for the same 1950 period, the company reported.

Mack Forms New Company



Norman A. Mack (above) has announced the formation of Norman A. Mack & Associates, at 608 South Dearborn St., Chicago 5, Ill. Mr. Mack states that the organization will provide an advisory service to manufacturers and distributors of lithographic equipment, supplies and products, on processes, product evaluation, market research, technical manuals, field testing of products, technical sales training and distribution surveys.

Mr. Mack has been with Roberts & Porter, Inc., in Chicago, and prior to that, established the Maklin Lithoplate Graining Co. of Chicago in 1937. He developed the Speed Jacket system of dampener roller covering, has lectured extensively on technical subjects to craftsmen's and lithographer's organizations, has written technical articles for industry magazines, and has acted as moderator and panel member of many national and regional quiz programs.

He is a member of the research committee of the Lithographic Technical Foundation, and a founder-member of the Technical Assn. of the Graphic Arts, and is a member of several other trade organizations.

Chicago Fair Postponed

The Chicago International Trade Fair, which was to have opened at Navy Pier, that city, on March 22, has been deferred to Aug. 6. I. S. Anhoff, president of the fair, said its sponsors were awaiting Senate approval of a resolution, already passed by the House at Washington, officially inviting the nations of the world to the exposition.

Offset Division Appoints

George Shoop and Oscar Robinson have been appointed vice presidents of the Advertisers Offset Corp. This is a division of Ampco Printing Co., New York.

Lithographers
everywhere

PRAISE

AQUATEX



TRADE MARK REG. U. S. PAT. OFF.

DAMPABASE

TRADE MARK REG. U. S. PAT. OFF.



Praise justly deserved, because no other dampener coverings give the pressman so many high quality features and outstanding advantages as Aquatex and Dampabase:

- Smooth even surface
- No stitches to rot or pull out
- No lint, fuzz or creeping
- Easy to clean
- Easy to apply to any size roller
- A size for every press
- Even distribution of water over entire roller
- Packed in convenient center release cartons for ease in handling and storing

Experience the many sensational features of Aquatex and Dampabase by ordering your supply today from your lithographic supply house.



GODFREY ROLLER COMPANY

Roller Makers for 87 Years

211-21 North Camac Street

Philadelphia 7, Pa.

Anasco Advances Three

Harold C. Harsh was recently appointed production manager of Anasco, a Division of General Aniline & Film Corporation, Binghamton, N. Y. Also advanced were Maurice G. Anderson, who succeeds Mr. Harsh as manager of the quality control department and Rocco L. Fiaschetti who succeeds Mr. Anderson as manager of film quality control.

Mr. Harsh holds an A. B. degree from Ohio State University and an M. S. in Chemistry from M. I. T. He became production supervisor in Anasco's photographic paper plant after graduating from M. I. T. in 1934. From 1946 to 1949 he was manager of the chemical development department. Mr. Harsh succeeds Harold Pletcher.

Mr. Anderson joined Anasco's paper testing department in 1935 after graduating from Oberlin College. He became manager of the department in 1949.

Mr. Fiaschetti graduated from Hobart College, Geneva, N. Y. in 1940 and joined Anasco as a chemist in the film coating department. He became development chemist and was advanced to supervisor of the film coating department. He was transferred to the quality control department in 1949 and became head of the evaluation section of film control quality in 1950.

New Ink Plant Planned

The Portland, Oregon branch of the California Ink Company recently purchased 56,000 square feet of industrial land in east Portland as a new ink plant site. Fred H. Huber, manager of the branch, reported that all types of printing and lithographic inks will be manufactured at the new plant when it is completed.

Sells Interest in Reno Plant

Sale of his interest in the Silver State Press, combination lithograph and letterpress plant, Reno, Nev., to his former partners, effective last month, was announced by Roy M. Avery. Mr. Avery lost his right hand while operating a new cutter in the plant recently. Clive Crudginton and

Harry Welch, who had been associated with Mr. Avery in the operation of the plant for several years, are now full owners of the shop.

Hurst Appointed

Roscoe Hurst, Jr. recently has been appointed account representative for the Arcady Press, Portland printers and lithographers, according to an announcement by vice-president Roger Bachman. Mr. Hurst, formerly on the news staff of the *Pendleton East Oregonian*, will come to Portland to assist in developing new business for the firm.

May Addresses Banquet

Walter W. R. May, co-publisher of the Oregon City *Enterprise-Courier*, spoke at the Oregon Printing Week banquet held January 17, at the Multnomah Hotel, Portland, Ore. His speech, "This Imperishable Art of Ours", traced the history of printing through the ages. He mentioned that movable type was first used in Korea and was set back by the Dark Ages.

The session was opened by George G. Mackie, Grigsby Brothers Paper Box Co. and president of the Oregon Club of Printing House Craftsmen. The welcoming address was delivered by Portland's mayor Dorothy McCullough Lee. The chairman of the affair was William C. Hammatt, Electrical Specialties Co.

One of the features of the banquet was the presentation of the "Golden Book of Craftsmen".

Sees Web Presses Gaining

A gain in popularity is being shown by web-fed presses—letterpress, offset and rotogravure—over sheet-fed and will continue to do so because of the simpler and cheaper method of using roll stock, according to Erwin Ashton, mechanical superintendent of Pacific Press Inc., Los Angeles.

While gravure has utilized the web feed in the greatest proportion among the three processes, designers are busy with plans for rotary letterpress machines suited to the shorter runs of the average plant, he said. Roll feeds have long been used on letterpresses turning out the big periodicals with their tremendous number of impressions, he pointed out.

"Web feeds are fundamentally simpler," Mr. Ashton said. "A great part of the expense of press building is reflected in sheet feeding devices. Web cutoffs also are relatively easier to construct."

"As for drying mechanisms for offset web-feds, these designs have long since been perfected for gravure and need only minor adaptations for use in offset machines."

Buy Building in Los Angeles

Central Lithograph Co., has bought the building at 1515 South Hope St., Los Angeles, which it has occupied for some time. Charles Negelberg, owner, announced plans to install a new 41 x 54 two-color offset press to augment the battery of single and two-color presses in the same sizes.

Checking New Press

Harold Iverson (in rear) San Francisco manager for Miehle, and Al Jones, look over the new Miehle 29" offset press installed recently in the Al Jones Lithograph Co. plant, that city. It is the first such installation in the Bay area.



In the Graphic Field It's Ansco...

and here are two reasons why

1 ANSCO REPROLITH PANCHROMATIC FILM

• This fully panchromatic film successfully combines high speed with the high contrast required for excellent reproduction work.

Its color sensitivity is accurately balanced for making direct halftones or line separations from colored copy. Filters can be used for separating colors.

The high speed of Ansco Reprolith Panchromatic Film makes possible the use of shorter halftone exposure times, with or without filters.

You get all this, of course, PLUS the steep gradation, high resolving power and other physical and photographic qualities that are characteristic of *all* Ansco Reprolith Films.



2 ANSCO REPRODOL DEVELOPER

• This improved graphic formula develops Ansco Reprolith Film to the maximum density and high contrast required for top quality photomechanical work. It is unconditionally recommended for line and halftone negatives, and contact positives for dot etching. It is also ideal for the development of fine line negatives when processed without agitation.

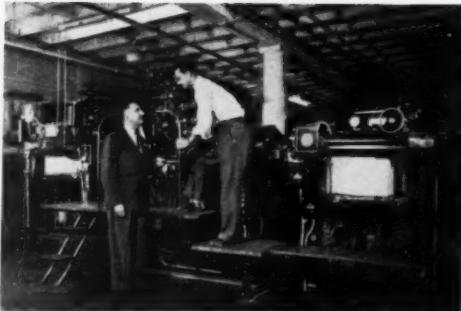
Normal developing time for fresh Ansco Reprodol ranges from 2 to 3 minutes. Reprodol is available in 2 and 10 gallon sizes, laboratory-packaged for your protection.

Ask Your Ansco Man for Complete Details!

ANSCO, BINGHAMTON, N. Y. A DIVISION OF GENERAL ANILINE & FILM CORP. "FROM RESEARCH TO REALITY."

First ATF-Mann in Los Angeles

First installation of an ATF-Mann offset press in Los Angeles was made at the plant of Gartner Printing & Lithographic Co. Orson H. Udall, manager of ATF's Los Angeles branch, looks over the press with Harold Gartner, Jr.



S. F. Business Views G. A.

The business community of the San Francisco area had its attention drawn to the impact and importance of the graphic arts industry on city life during Printing Week. The entire membership of the San Francisco Chamber of Commerce and the Junior Chamber of Commerce received copies of an eight page offset picture story of the Bay area printing industry, and the community as a whole had its attention drawn to the Printing Week observance by luncheons, banquets, special events and exhibits. Under the leadership of Luis A. Ireland, secretary of the San Francisco Employing Printers' Assn., the San Francisco Printing Week committee carried out the program.

"The Printed Word," as the pamphlet was titled, was an ambitious project undertaken by the members of the committee. It was attractively laid out and, through pictures and short selling copy, it told the story of the Bay region's printing industry, both letterpress and lithographic, as well as the balance of the graphic arts and allied trades. Over 15,000 copies of the booklet were distributed by mail, at commemorative meetings, and as inserts to *Bay Area Business* quarterly and *Pacific Printer*.

Highlights in the week-long celebration included salutes to the graphic arts industry by the Press and Union League Club, Optimists Club, Mutual Business Club, and San Francisco Advertising Club; feature spreads in metropolitan newspapers, stories in graphic arts and advertising trade journals, a half hour television show on KRON-TV, printing dis-

plays and exhibits in retail department store windows, bookstores and libraries; and the traditional Benjamin Franklin dinner at the Fairmount Hotel.

Sponsors of the Printing Week celebration were the Employing Printers' Assn., Allied Printing Trades Council, the San Francisco Club of Printing House Craftsmen, and the Junior Chamber of Commerce. Herman Schunter was executive chairman, George Schumacher was executive vice-chairman, and Bill McLaughlin was treasurer.

L. A. PIA Elects

Election of officers of the Los Angeles PIA was to be held at the Feb. 14 membership luncheon at

Roger Young Auditorium. Hale Luff of the H. S. Crocker Co. was to conduct the nominations and elections. John Doesburg, Jr., secretary of the Master Printers Section of the PIA, was to speak.

•

Henry Joins Miehle

Arthur Henry, formerly a reporter on the *Independent-Journal*, San Rafael, Calif., recently joined the Miehle Printing Press & Mfg. Co., and during January went to Chicago for training, it was reported in San Francisco. He is a former instructor in the lithographic school at Ft. Belvoir, Va. He will work out of the San Francisco office of the company.

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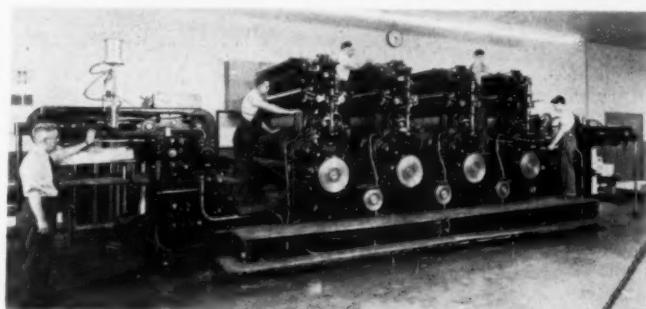
Reed at Coast Meeting

Robert F. Reed, research consultant for the Lithographic Technical Foundation, Chicago, was on the West Coast during January. His schedule included a talk at the January 29 meeting of the San Francisco Club of Printing House Craftsmen.

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SF Firm to Get Fotosetter

The Shanly Co., San Francisco, will soon receive its first Intertype Fotosetter according to an announcement by M. J. Durand, western district manager of Intertype Corp.



Four-Color in Denver

The A. B. Hirschfeld Press, Denver, Colo., printing and lithographing firm now has in operation what is said to be the only four-color offset press in the Rocky Mountain region. Installation of the big press is part of an expansion program under way at the new million-dollar Hirschfeld plant. It will enable the company to produce a larger volume

of specialized color work. A. B. Hirschfeld is president, and Edward Hirschfeld is general manager. The company started in 1907 with a tiny basement shop boasting one hand press.

This press is the original four-color Harris, moved to Denver from San Francisco, as reported in Nov. **ML** Page 71.



Too brave to die...



Sam Davis, the Nathan Hale of the Confederacy, was just 21. An exceptionally able soldier, he had been selected to act as a courier to bring vital information from a spy in the Union Camp to Confederate headquarters. With the papers secreted in his boot and under his saddle, he was making his way back through the lines when he was stopped and searched.

Though repeatedly offered his freedom if he would reveal the source of his information, Sam Davis refused. "If I had a thousand lives, I would lose them all before I would betray my friends."

As was said by the Union general who reluctantly gave the order for his execution, "He was too brave to die."

From Sam Davis' South comes the cotton fibre which is an important element in the superior strength, long life, and handsome appearance of Gilbert Papers. It accounts in part, too, for the superb erasability of these papers. And in Gilbert Papers, only new cotton fibres of virgin strength are used.

As a printer, lithographer, or engraver you will also appreciate the unusual printability of Gilbert Papers. As a service to yourself and to your customers . . . recommend Gilbert Quality Papers. Your Gilbert Merchant will be pleased to furnish samples.




BOND • ONIONSKIN • LEDGER
INDEX BRISTOL • MANUSCRIPT COVER • VELLUM • SAFETY
REPRODUCTION • BANKNOTE PAPERS

A good letterhead is always better printed on a Gilbert Bond

Numerous Events in L. A.

The importance of the graphic arts industry in the nation's economy was stressed by several speakers at Printing Week meetings in Los Angeles. The observance was climaxed by a dinner at the Biltmore Ballroom at which John Gerken, former executive of Rumford Press and now consultant to the Los Angeles PIA, was principal speaker.

Other activities included library and school displays and demonstrations, with Mayor Fletcher Bowron and Chairman Roger Jessup of the County Board of Supervisors issuing proclamations calling public attention to the graphic arts.

At one of the first observances, Chris Larsen, "Miss Printer's Apprentice," was crowned before a well-attended luncheon meeting of the Los Angeles Advertising Club. Russell Z. Eller, president of the club, conducted the meeting.

Speakers included Wesley Scott, of Scott & Scott; Dee Gould, of Western Lithograph Co.; G. Henry Henneberg, Printing Week chairman and manager of the PIA; George Rice III, secretary-treasurer of PIA, who was chairman of the meeting, and Phil Ellsworth, PIA president, who was guest of honor.

Lucille Norman, singing actress, was "Miss Printer's Devil" for the week.

The Bruce McCallister, Printer, scholarship award of \$250 each went to Ni Mike Dudish and Richard A. Lillard, printing students at the Trade-Technical Junior College.

Announce Calif. Installations

Installations of presses and other equipment in California during the period of August 20 to November 30, 1951, were announced last month by Harris-Seybold Co., Cleveland. These included: Biltmore Press, Los Angeles, 22 x 34" offset press; Kellow-Brown Co., Los Angeles, 22 x 34" two-color offset; A. Carlisle Co., San Francisco, 42 x 58" two-color offset; Stecher-Traung Lithograph Corp., San Francisco, Seybold 84" cutter; and Tessier Studios, San Francisco, 17 x 22" offset.

N. Y. Has Big Week

Six full days of activity marked the observance in New York of Printing Week. The activities were planned for people who design, buy and use printing produced by New York printing plants. Highlight of the week was the annual banquet where the principal speaker was General Walter Bedell Smith, head of the Central Intelligence Agency, and former chief of staff and ambassador to Russia. The Franklin Award for Distinguished Service was presented to Gen. Smith by William H. Walling, president of the New York Employing Printers Assn. The dinner was held at the Hotel Biltmore and was presided over by George S. McMillan, president of the New York Advertising Club.

Gen. Smith, in discussing the world battle for men's minds, warned against underestimating the power of communism. He told of the vast use of printed material being employed by communists. This includes some 50,000 books a year in the Soviet Union with a total circulation of 830,000,000 copies. This, he said, is three times the number published in the U. S. In France, he said, the communist party spends \$4 million a year on printed propaganda, and publishes 17 daily newspapers, 83 weeklies, and 18 monthlies or quarterlies.



William H. Walling (Rogers-Kellogg-Stillson, Inc., New York) president, New York Employing Printers Assn. is shown, presenting the association's Franklin Award for Distinguished Service to General Walter Bedell Smith, head of the U. S. Central Intelligence Agency, at the New York Printing Week dinner.

The week's events were sponsored by 62 advertising, business, publishing and civic groups, including several lithographing associations or clubs. Printing Week was proclaimed by Mayor Vincent E. Impellitteri.

Several exhibits were opened during the period, the most notable being the annual Printing for Commerce exhibition of the American Institute of Graphic Arts. This exhibit included work from all over the country. The Direct Mail Advertising Assn. unveiled its annual Best-of-Industry Awards at the Biltmore Hotel in connection with an afternoon meeting. Also many printing plants held open house.

Return German Publishing Co.

The House of Ullstein, huge German publishing enterprise, recently was returned to the ownership of the Ullstein family, after having been taken over by the Hitler government, is was reported in January. One of the principals of the concern, under the returned ownership, is Karl Ullstein, who is executive vice president of Printrade Machinery Corp., New York printing equipment export firm.

Although much of the German company's old plant in Berlin was bombed, the modern section of the plant, which adjoins Tempelhof airport, is intact, and today 3,500 persons are employed there. Lithography, letterpress and gravure work is done, and most Berlin newspapers are printed there as well as books, magazines and other types of printing. The plant is located in the American zone of Berlin.

Joins Einson-Freeman

Milton Granne, a sales promotion specialist, has joined Einson-Freeman, Co., Long Island City, N. Y. creative lithographer. He will be in charge of brewery marketing activities. His appointment is part of the company's recently inaugurated display merchandising service.



Standard Register Plans Eastern Plant

Plans for a major expansion, involving location of a large plant in an Eastern city, were announced in January by The Standard Register Co., Dayton, through its president, M. A. Spayd. The new plant (sketched above) to be constructed in York, Pa., is the first out-of-Dayton manufacturing facility to be established by Standard Register in this country, although Standard products are manufactured in Canada and England. The company, manufacturer of business forms and forms-feeding devices, was founded in Dayton in 1912.

In making the announcement, Mr.

Spayd said that Standard's present expansion in Dayton is nearing completion. He said that the \$1,650,000 expansion begun in 1950 is expected to be concluded early in 1952. "Dayton is our home," he emphasized. "Employment and production have reached an all time peak in Dayton in 1951 and will not be affected by the new expansion. Further expansion is necessary. For various reasons we find the location of a plant in the East advisable to serve Standard's customers better and to expand its market further." York, a city of some 60,000 people, is within overnight transportation distance of New

York, Washington, Baltimore, Philadelphia, Newark and other cities.

The National Production Authority has allotted steel for the new building, which will be of brick, steel and masonry construction, one story, totalling 64,000 square feet. It will be on a 15 acre plot. The plant will be supplied with all new equipment and machinery. It is expected to be completed by fall, 1952, and will employ 250 to 300 people. Mr. Spayd said that a few people will be transferred from the Standard Register plant in Dayton to serve in supervisory capacities in York.

F

for the pressman . . . profit

Rolling cylinders thrill any craftsman who takes pride in his work—the color and sound and smell of the ink gets in his blood! A true craftsman knows that the five form rollers on his Harris rotary letterpress mean richer, sharper blacks—smoother, brighter colors—and a "sock" of heavy solids exactly the way he wants them. The Harris press is a perfectionist's instrument making his job easier and more satisfying. That's part of what we mean by a pressman's profit.

for the press owner . . . profit

Smooth inking is only part of the advantage of Harris presses in the plant owner's eyes. He likes its hairline register on sheet after sheet, hour after hour. He likes the cost record of faster make-ready and greater production speed. He likes more salable sheets per day—they mean greater profits.

for the buyer of printing . . . profit

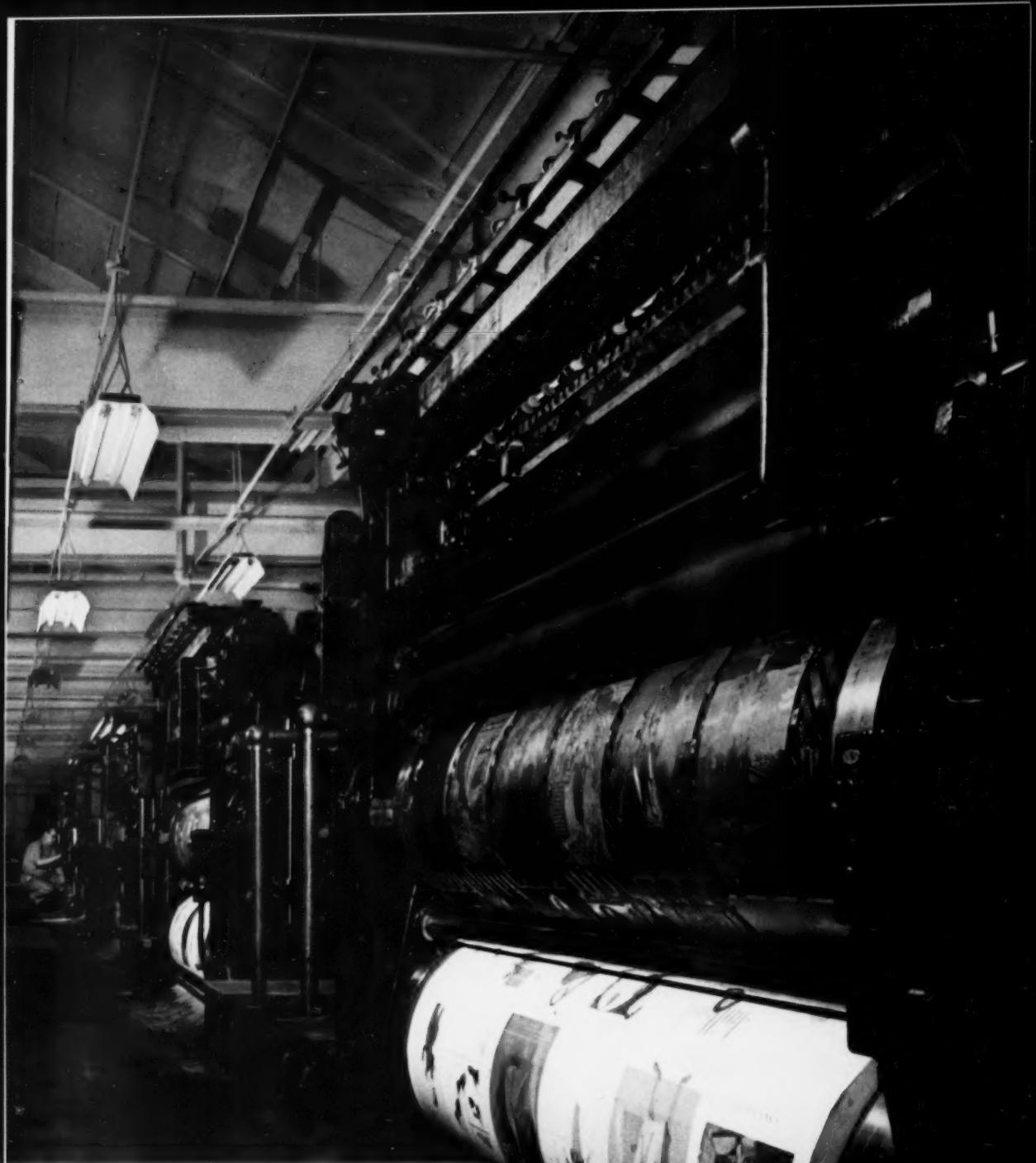
Feed rolls and form rollers don't mean much to the printing buyer, but he does appreciate the clean impressions, accurate register and faster delivery which these features produce. He also knows that standard cylinder diameters can save him money on curved electrotype. He soon learns that Harris-equipped plants can step up his profits by giving him a better run for his money.

for the man-on-the-street . . . profit

Good printing helps make mass distribution possible. The consumer may not know a form roller from a rolling pin, but he is frequently impressed and influenced by the ink-on-paper messages produced with Harris-Seybold equipment.

Commercial printing profits everyone, and we're proud to be suppliers to the industry rotary letterpresses, offset lithographic presses, power paper cutters, paper drills, bindery equipment, litho-chemicals and other fine graphic arts equipment. Service centers in all principal cities. Harris-Seybold Company, 4510 East 71st Street, Cleveland 5, Ohio.

HARRIS-SEYBOLD



PART OF A BATTERY OF 12 HARRIS MODEL TRG TWO-COLOR ROTARY LETTERPRESSSES
AT CONDE NAST, GREENWICH, CONNECTICUT - COLOR PHOTOGRAPH BY CORNELIUS

fine graphic arts equipment
..... for everybody's profit



Announce Essay Judges

A jury of five men has been announced for the 16th annual IPI essay contests. These judges will pick the essays to win 30 national cash prizes totaling \$1,190. The IPI contests, oldest in the graphic arts field, are sponsored by Interschemical Corp., Printing Ink Division, in cooperation with the International Graphic Arts Education Assn.

Harry L. Gage, graphic arts consultant to the Mergenthaler Linotype Company, is chairman of the awards committee for the 16th consecutive year. His fellow

judges are O. Alfred Dickman, advertising production manager, New York Herald Tribune; Raymond Loewy, partner, Raymond Loewy Associates; Dr. John C. Warner, president, Carnegie Institute of Technology; and Arthur A. Wetzel, president, Printing Industry of America.

Judging by the results of 15 previous IPI contests, the sponsors expect that more than 10,000 students from over 300 high schools and vocational high schools will submit essays on this year's subject "Color Printing in a Free World."

Packaging Program Outlined

Production and merchandising subjects will be emphasized at the 21st annual conference on packaging, packing and shipping, held concurrently with the national packaging exposition, it was announced by the American Management Association, sponsor. The conference will be held April 1-3, with the exposition remaining open for a fourth day, April 4. Both events will be held in the Public Auditorium, Atlantic City, N. J.

One of the outstanding features of the exposition and conference will be a graphic presentation of the packaging policies and procedures of the General Motors Company, for which an entire half day will be reserved.

The opening session of the conference, Tuesday morning, April 1, will present two papers, one having to do with a critical examination of the prospective supply situation with reference to materials and equipment, the other concerned with long-range trends in the field of packaging.

Two concurrent sessions will be held on Tuesday afternoon, April 1st. One, a merchandising session, will cover packaging for self-service, consumer testing of packages, and retailer critiques of current packaging. The

second concurrent session will be designed essentially for production executives, and will cover such subjects as the establishment of standards for purchasing packaging supplies, and quality control.

Wednesday sessions will be devoted to the General Motor's presentation and to a comprehensive examination of programs for reducing packaging costs.

The final session of the conference will be held on Thursday morning, April 3. Papers will be concerned with materials handling subjects.

The Packaging Exposition, held concurrently with the conference, will be the largest in the 21-year history of the event. Some 300 companies will utilize more than 100,000 square feet of space to present the machines, equipment, materials and services for packaging, packing and materials handling of both consumer and industrial products. Close to 20,000 are expected to attend the exposition. The exposition will for the first time occupy both levels of the Atlantic City auditorium. A new feature will be a continuous demonstration of new techniques for loading and unloading railroad cars and highway trailers. This demonstration

will be held in a specially constructed outdoor theatre adjacent to the Auditorium.

Johnston Heads Supply Assn.

Hal W. Johnston, executive vice president and sales manager of Stecher-Traung Lithograph Corp., Rochester, was elected president of the Canning Machinery and Supplies Assn. at its annual meeting in Atlantic City, Jan. 20-23. Mr. Johnston served as vice president of the group last year. E.N. Funkhouser, Dewey & Almy Chemical Corp., Cambridge, Mass., was elected vice president, and S.G. Gorsline, Battle Creek, Mich., was renamed secretary-treasurer.

The association held its annual machinery and supplies exhibition in Convention Hall in conjunction with the annual convention of the National Canners Assn. in Hotel Traymore.

Among lithographers who had exhibits at the show promoting labels, packaging materials and related products, were Stecher-Traung, Muirson Label Co., U.S. Printing & Lithograph Co., Rossotti Lithograph Co., Calvert Lithographing Co., Piedmont Label Co., and Michigan Lithographing Co.

Mr. Johnston said that his company was introducing "scientific marketing" at the show. This new label and advertising service includes material "designed for sales appeal, analyzed, produced and reinforced with sales building promotional material." Mr. Johnston emphasized the importance of complete merchandising for point-of-sale impact especially in super market selling.

U. S. P. & L. displayed many lithographed products. Howard C. Minnich, advertising manager, said that one of the newer products is a label with a specially developed coating that is unaffected by sub-zero storage and handling. It is applicable to labels and wraps for many types of frozen foods packages.

Another exhibitor was the Addressograph-Multigraph Co., which demonstrated two models of Multi-lith duplicators.



4 color offset reproduction

WARREN'S
Lithographic Papers

Silkote Offset • Offset Enamel • Overprint Label C1S

Leading
PAPER MERCHANTS
 who sell and endorse
 Warren's Standard Printing Papers

ALBANY, N. Y. Hudson Valley Paper Company
 ATLANTA, Ga. Sloan Paper Company
 BALTIMORE, Md. The Barton, Duer & Koch Paper Co.
 BANGOR, ME. Brown & White Paper Company
 BATON ROUGE, LA. Louisiana Paper Company, Ltd.
 BIRMINGHAM, ALA. Sloan Paper Company
 BOISE, IDAHO Zellerbach Paper Company
 BOSTON, MASS. M. & S. Paper Company
 BUFFALO, N. Y. The Alling & Cory Company
 CHAMPAIGN, ILL. Franklin-Cowan Paper Company
 CINCINNATI, OHIO Crescent Paper Company
 CHARLOTTE, N. C. Caske Paper Company, Inc.
 CHATTANOOGA, TENN. Virginia Paper Company, Inc.
 CHICAGO, ILL. Western Paper Company
 CINCINNATI, OHIO Chicago Paper Company
 CLEVELAND, OHIO McIntosh Paper Company
 COLUMBUS, OHIO The Dient & Wing Paper Co.
 CORNWALL, N. H. The Petrusque Paper Company
 DALLAS, TEXAS The Alling & Cory Company
 DAYTON, OHIO The Cincinnati Paper Company Co.
 DENVER, COLO. G. M. Rice Paper Company
 DODGE CITY, KAN. Olmsted-Kirk Company
 DUBLIN, IRELAND Hull Paper Company
 DUBLIN, IOWA Carpenter Paper Co.
 DETROIT, MICH. Western Newspaper Union
 DUBUQUE, IOWA Newhouse Paper Company
 EUGENE, ORE. Seaman's Paper Company
 FARGO, N. D. Newhouse Paper Company
 FORT WORTH, TEXAS Zellerbach Paper Company
 FORT WAYNE, IND. The John Leslie Paper Company
 GRAND RAPIDS, MICH. Olmsted-Kirk Company
 GREAT FALLS, MONT. Quimby-Walstrom Paper Co.
 HARRISBURG, PA. The John Leslie Paper Company
 HARTFORD, CONN. The Alling & Cory Company
 HOUSTON, TEXAS Henry Lindenmeyr & Sons
 INDIANAPOLIS, IND. Storrs & Bement Company
 JACKSON, MISS. L. S. Smith Company
 JACKSONVILLE, FLA. Crescent Paper Company
 KANSAS CITY, MO. Townsend Paper Company
 KNOXVILLE, TENN. Virginia Paper Company, Inc.
 LANSDING, MICH. Midwestern Paper Company
 LITTLE ROCK, ARK. Wergame Paper Company
 LONG BEACH, CAL. Southern Paper Company
 LOS ANGELES, CAL. The Western Paper Company
 LOUISVILLE, KY. Western Newspaper Union
 LYNNCHBURG, VA. Arkansas Paper Company
 MEMPHIS, TENN. Zellerbach Paper Company
 MILWAUKEE, WIS. Zellerbach Paper Company
 MINNEAPOLIS, MINN. The John Leslie Paper Company
 MOLINE, ILL. Newhouse Paper Company
 NASHVILLE, TENN. Newhouse Paper Company
 NEWARK, N. J. Clements Paper Company
 NEW HAVEN, CONN. Henry Lindenmeyr & Sons
 NEW ORLEANS, LA. Storrs & Bement Company
 NEW YORK CITY The John Leslie Paper Company
 OAKLAND, CAL. Marquardt & Company, Inc.
 OKLAHOMA CITY, OKLA. Schlesier Paper Corporation
 OMAHA, NEB. Zellerbach Paper Company
 PHILADELPHIA, PA. Western Newspaper Union
 PHOENIX, ARIZ. D. L. Ward Company
 PITTSBURGH, PA. The Alling & Cory Company
 PORTLAND, ME. C. L. Rice Paper Company
 PORTLAND, ORE. Zellerbach Paper Company
 RENO, NEV. Zellerbach Paper Company
 RICHMOND, VA. B. W. Wilson Paper Company
 ROCHESTER, N. Y. Virginia Paper Company, Inc.
 SACRAMENTO, CAL. The Alling & Cory Company
 ST. LOUIS, MO. Zellerbach Paper Company
 ST. PAUL, MINN. The John Leslie Paper Company
 SALT LAKE CITY, UTAH Zellerbach Paper Company
 SAN ANTONIO, TEXAS Shiner-Stern Paper Company
 SAN FRANCISCO, CAL. Zellerbach Paper Company
 SAN JOSE, CAL. Zellerbach Paper Company
 SEATTLE, WASH. Zellerbach Paper Company
 SHREVEPORT, LA. Louisiana Paper Company, Ltd.
 SIOUX CITY, IOWA The John Leslie Paper Company
 SPRINGFIELD, MASS. Springfield Paper Company
 SPRINGFIELD, MASS. The Paper House of New England
 STOCKTON, CAL. Zellerbach Paper Company
 SYRACUSE, N. Y. The Alling & Cory Company
 TOLEDO, OHIO The Commerce Paper Company
 TOPEKA, KAN. Midwestern Paper Company
 TRENTON, N. J. Henry Lindenmeyr & Sons
 TROY, N. Y. Troy Paper Corporation
 TULSA, OKLA. Tulsa Paper Company
 WACO, TEXAS Olmsted-Kirk Company
 WALLA WALLA, WASH. Zellerbach Paper Company
 WASHINGTON, D. C. Stanford Paper Company
 WICHITA, KAN. Western Newspaper Union
 YAKIMA, WASH. Zellerbach Paper Company

EXPORT AND FOREIGN

New York City (Export) National Paper & Type Co.
 60 cities in Latin America and West Indies.
 New York City (Export) Moller and Roth, Inc.
 20 countries in Latin America and West Indies.
 New York City (Export) Muller & Phipps (Asia) Ltd.
 Belgian Congo, Burma, Ceylon, China, Hong Kong,
 Ceylon, India, Malaya, Philippine Islands, South Africa,
 Australia
 NEW ZEALAND B. J. Ball (N. Z.) Ltd.
 HAWAIIAN ISLANDS Honolulu Paper Co., Ltd.
 Agents for Zellerbach Paper Company



Courtesy The Caterpillar Tractor Company

**WARREN'S
 Lithographic Papers**

Silkote Offset • Offset Enamel • Overprint Label C1S

WARREN'S Offset Enamel and Warren's Overprint Label are new double coated papers produced by a new method.

Two separate coatings are applied to produce Warren's Overprint Label. Warren's Offset Enamel receives two separate coatings on each side. The double coat improves the printability and the uniformity of the papers, and thereby raises the potential of lithographic reproduction. Warren's Overprint Label is pre-conditioned by an exclusive process.

Warren's Silkote Offset is a new paper designed for the reproduction of pictures by offset lithography. Silkote Offset has the appearance of a wove offset paper but offers a better printing surface. It also possesses a high degree of dimensional stability.

Write for free booklet—"How Will It Print by Offset"

S. D. WARREN COMPANY • BOSTON 1, MASS.

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 [BETTER PAPER] **Warren** STANDARD BETTER PRINTING]
 Printing Papers

Ohio Firms Add Equipment

Several Ohio firms added Harris-Seybold Co. equipment during the three month period ending November 30, the company announced. These included: Multi-Colortype Co., Cincinnati, Seybold 50" cutter; Nielsen Lithographing Co., Cincinnati, 64" cutter; Drury Printing Co., Dayton, Harris 22 x 34" two-color offset press; Lorain Printing Co., Lorain, 17 x 22" offset press; Shelby Salesbook Co., Shelby, 17 x 22" press and a 40" cutter; and Carpenter Litho & Printing Co., Springfield, 22 x 34" press.

Roy Speaks at Philadelphia

Robert H. Roy, consultant on printing management problems, and assistant dean of the Johns Hopkins University School of Engineering, was the principal speaker at the feature luncheon of Printing Week in Philadelphia. Mr. Roy, formerly with Waverly Press, Baltimore, has been on the university faculty since 1947. He spoke on better management controls.

The Week was proclaimed in Philadelphia by the city's mayor, Joseph S. Clark, and the city's Litho Club started off the period with its regular monthly meeting which had been moved up to coincide with the observance. (This is reported in the Litho Club News, this month.)

Printing Week, which observes the birthday of Benjamin Franklin, was further marked in the city which was Franklin's home, by numerous exhibits put on by graphic arts firms. These included displays and demonstrations by Franklin Printing Co., Bless Bindery, National Publishing Co., Potomac Electrotypes Co., Godfrey Roller Co., Bingham Brothers Co., Bensing Bros. & Deeney, Interchemical Printing Ink Div., Crescent Ink & Color Co., Harris-Seybold Co., and Curtis Publishing Co.

The Printing Industries of Philadelphia distributed 600 two-color posters which were displayed on trucks and in windows.

Joseph Hickey, Lithographic Service Co., and a former president of the Litho Club of Philadelphia, was gen-

eral chairman of Printing Week in the city. He characterized printing as "civilization's most valuable asset . . . the greatest instrument for good ever invented by man. Through printing we record and hold forever the innermost thoughts and the greatest discoveries of our wisest men." He reminded that world progress began with Gutenberg's invention of type and press, and that printing, since then "has built our institutions, our economics, our government."

Kelley Heads Columbus Assn.

Robert G. Kelley, president of the Columbus Bank Note Co., has been named to succeed Walter Heer, Jr., of The F. J. Heer Printing Co., as president of the Printing Arts Association of Columbus.

N. Y. Firm Adds Cutter

National Superior Co., New York lithographing firm, recently expanded its facilities by the addition of a Lawson 39" cutter.

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YOUR PHOTO ESSENTIALS



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- Plates
- Cameras
- Paper
- Lights
- Screens
- Tissues
- Chemicals
- Equipment

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Concentrated at NORMAN-WILLETS you'll find stocks-on-hand of photo equipment and photo materials representative of the items used by the entire Graphic Arts Industry. Each item in our giant stock is selected for its technical usefulness and quality to assure you *complete satisfaction*.

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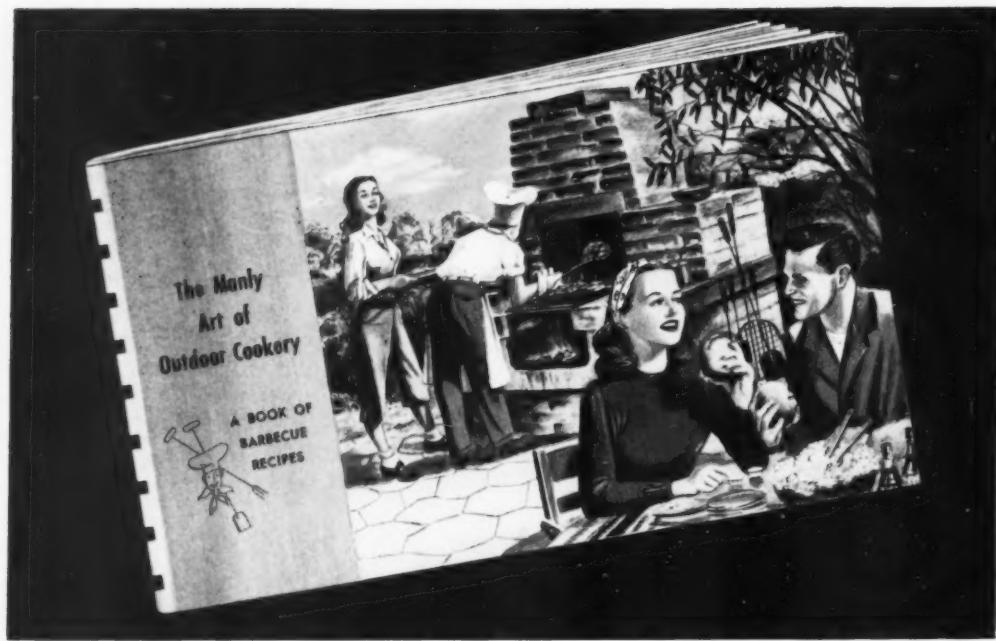
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FOR QUALITY PHOTO EQUIPMENT AND SUPPLIES



Illustrated item is a typical use of Lithofect, not an actual booklet.

Now—with new LITHOFECT* coated offset paper . . .

Your **MULTICOLOR** lithography

matches the costliest kind of color reproduction!

Today, the fields of printing in which offset lithographers can profitably compete, are no longer sharply limited. Kimberly-Clark's new Lithofect* coated offset paper gives you multicolor printing to match the costliest kind of color reproduction!

A new, balanced furnish including rugged sulphate and sulphite fibers

gives Lithofect good opacity, resiliency and brilliant new whiteness . . . plus exceptional durability on the press. With its improved coating formulation and stronger, more cohesive base sheet, adequate pick resistance has been developed. And through its faster setting time, offset from one sheet to another has been minimized.

You'll find that new Lithofect produces razor-sharp lines of type—strong, clean colors bristling with pep and personality. Solids and halftones print clearly, smoothly—on a uniform surface made especially for precision monotone or multicolor work.

Try it soon. New Lithofect—the economy offset paper.



KIMBERLY-CLARK Corporation
Neenah, Wisconsin

* U. S. PAT. OFF.

Photo Tips

By Eugene C. Moysen

★ A reversal processing of contrast films may have certain advantages, besides being interesting, economical and time-saving. Here's how to go about it:

a.—Develop film fully, or final result will not be clear.

b.—Rinse for about 30 seconds in water at 80 or 90 degrees.

c.—Place film in bleaching solution:

Part 1—Cupric Nitrate—6 3/4 oz.
Potassium Bromide—145 grains
Glacial Acetic Acid—5 oz.
Water to make—32 oz.

Part 2—3% Hydrogen Peroxide
Mix equal parts of Part 1 and Part 2, at time of use only as solution does not keep well after mixture.

Agitate film until completely bleached.

d.—Wash for about 1 minute in water at 65 degrees, not higher.

e.—Expose bleached film to 100 W. lamp for 5 seconds, at a distance of 4 feet.

f.—Re-develop in D-72 or D-8, or in the regular contrast developer in use.

g.—Place in hardener (fixing bath) for about 1 minute, then wash and hang up to dry.

★ A sponge rubber mat, placed under usual copyboard padding, will aid in many contact problems arising from color-overlays of art work, Ben Days, etc.

Stecher May Move on Coast

Reports from San Francisco indicate that Stecher-Traung Lithograph Corp. still is considering moving its plant from that city to the vicinity of suburban Redwood City, Calif. Several sites have been under consideration, reports say.

Sun Chemical Executive Dies

Edward J. Kiefer, 43, sales manager of Sun Chemical Corp., New York, died February 3. He had been

with the company 25 years and was a member of the New York Athletic Club and the Craftsmen.

Open New Ink Plant

Opening of a new branch plant at 508 E. Burleigh St., Milwaukee, was announced recently by P. G. Stevens, president of Consolidated Printing Ink Co., St. Paul, Minn.

The plant which was expected to be in operation by January 1, 1952, will manufacture all types of letter-press and lithographic inks. Harold Koehler, with the firm for the past five years in the Milwaukee area, has been named manager. He will be assisted by John F. Green who will be in charge of production. The plant occupies 5,000 square feet of space.

Returns increased
7% by the
RIGHT Envelope



This 144-page, pocket size Handbook — concise, complete, authoritative — is crammed full of new profit opportunities for you.

Anything that brings a direct mail advertiser that kind of bonus is worth looking into, isn't it? The answer — proved by tests on lists up to 250,000 — was a Self-Seal return envelope.

That is only one of the many opportunities for better business and better profits — from the use of the RIGHT envelope for the job — to be found in the U.S.E. "Handbook of Envelope Products and Purposes."

It pays to sell the RIGHT envelope. Increased business for your customer means increased business for you.

The U.S.E. "Handbook of Envelope Products and Purposes" makes it easy for you to recommend and sell just the right envelope for every purpose. Available from paper and envelope merchants. Reserve your copy now.

UNITED STATES ENVELOPE CO.

14 Divisions from Coast to Coast
SPRINGFIELD 2, MASSACHUSETTS

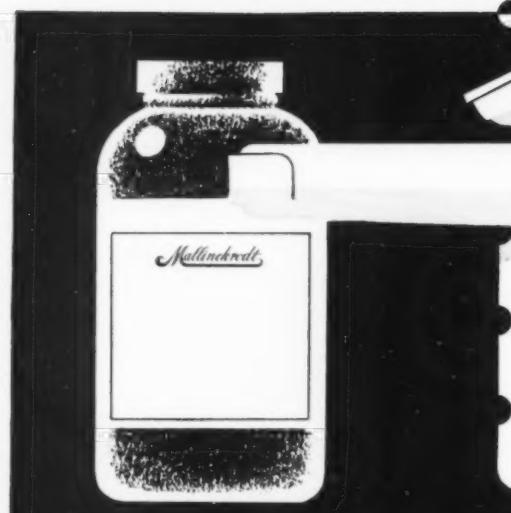


THIS MAN BUYS HIS CHEMICALS

BY *Price*

he wonders why:

- so many plates go sour
- so many customers complain



THIS MAN BUYS HIS CHEMICALS

BY *Performance*

he knows why:

- make-overs are so rare
- customers are so complimentary

CHEMICALS ARE LESS THAN 5% OF YOUR PLATE COST... IT PAYS TO BUY THE BEST—

Mallinckrodt®
GRAPHIC ARTS CHEMICALS

Over 130 types to meet every need in your shop



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Manufacturers of Medicinal, Photographic, Analytical and Industrial Fine Chemicals

Winship Succeeds Brinkman as LTF President

WILLIAM Winship, Brett Lithographing Co., Long Island City, N. Y., was elected president of the Lithographic Technical Foundation, New York, at its annual meeting February 5 at the Lotos Club, New York. He succeeds Harry E. Brinkman, Cincinnati Lithographing Co., Cincinnati, in the office. Other new officers are J. Louis Landenberger, Ketterlinus Lithographic Mtg. Co., Philadelphia, vice president; William Hogan, Miehle Printing Press & Mtg. Co., New York office, secretary; and George C. Kindred, Kindred, MacLean & Co., Long Island City, N. Y., re-elected treasurer.

The LTF elected six new directors, to fill vacancies on the board

Tamb to Panama

Louis A. Tamb, formerly with Fuchs & Lang Mtg. Div. in the Baltimore - Washington - Richmond area, recently joined the staff of the Inter-American Geodetic Survey, U. S. Army, Caribbean, in Balboa, Canal Zone. In his new post he will be a reproduction consultant to the director of the survey, and will give technical advice and assistance in reproduction techniques. His address is P.O. Box 2031, Balboa Heights, C. Z.



Charge Litho Counterfeiting

Secret Service agents in Chicago smashed what they described as one of the biggest counterfeit money operations in history early in February. It was centered around a Chicago offset plant, where, it was charged, bogus \$10 and \$20 bills were reproduced by lithography. More than \$2,200,000 worth of the bills had been issued in the last four years, it was alleged.

The company named is Sferas Printing Co. Two owners of the firm were arrested: James and Samuel Sferas, brothers. Three other men also were under arrest, and two more were sought.

The phony bills were described by agents as "reasonably good".

caused by the expirations of terms. The six new directors are Mr. Landenberger; Les Oswald, E. F. Schmidt Co., Milwaukee; Hugo Hanson, W. C. Hamilton & Sons Co., Miquon, Pa.; Harry A. Porter, Harris-Seybold Co., Cleveland; Arthur Hitchings, Forbes Lithograph Mtg. Co., Boston; and W. M. Garrigus, A. L. Garber Co., Ashland, Ohio.

Dallas Hears Hartsuch

The Dallas Litho Club planned a meeting for February 5 at which Dr. Paul Hartsuch, Printing Ink Div., Interchemical Corp., was to speak. Formerly with the Lithographic Technical Foundation, Dr. Hart is a specialist in lithographic plates.

Piedmont Adds Two-Color

Piedmont Label Co., Inc., Bedford, Va., recently added a Harris 42 x 58" two-color offset press to its label printing facilities.



On the job!

Our volunteer speakers are saving thousands of lives *today* . . . in factories and business offices . . . at neighborhood and civic centers . . . at social, fraternal and service group meetings all over this land . . . by showing people what they can do to protect themselves and their families against death from cancer.

To find out what you yourself can do about cancer, or if you want us to arrange a special educational program for your neighbors, fellow-workers or friends, just telephone the American Cancer Society office nearest you or address a letter to "Cancer," care of your local Post Office. One of our volunteer or staff workers will be on the job to help you.

American
Cancer
Society

Because Nekoosa Bond is pre-tested for strength, appearance and finish, it is a better paper to work with and the best paper to work on. Your printer will be glad to show you samples—for letterheads and for most of your other office forms.

IT PAYS TO PLAN WITH YOUR PRINTER

Nekoosa BOND
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NEKOOSA-EDWARDS PAPER CO. • PORT EDWARDS, WISCONSIN

America does business on **NEKOOSA BOND**

For letterheads and most other business stationery, you will find that pre-tested Nekoosa Bond is a better paper to work with—and the best paper to work on...

IT PAYS TO PLAN WITH YOUR PRINTER

Nekoosa BOND
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America does business on **NEKOOSA BOND**

For a better paper to work with and the best paper to work on, specify pre-tested Nekoosa Bond. Your letterheads will have distinctive appearance, unusual durability and the added prestige that goes with one of the best-known watermarks in the world.

IT PAYS TO PLAN WITH YOUR PRINTER

Nekoosa BOND
MADE IN U.S.A.

NEKOOSA-EDWARDS PAPER CO. • PORT EDWARDS, WISCONSIN

WE REPEAT...this year...as in previous years...our famous slogan: IT PAYS TO PLAN WITH YOUR PRINTER. You'll see it in every Nekoosa Bond advertisement...in *The Saturday Evening Post*, *Time*, and *Business Week*. This is one way of showing our appreciation to the thousands of printers and lithographers continually using and recommending our paper. We like to work with printers—just as printers like to work with Nekoosa Bond!

Nekoosa BOND
MADE IN U.S.A.

NEKOOSA-EDWARDS PAPER CO. • PORT EDWARDS, WISCONSIN

Oppose U. of C. Policy

Heavy opposition to the University of California Press going into the general book publishing business and farming out its jobs to Eastern plants at the expense of local printers was expressed at the first anniversary meeting of the Graphic Arts Council of California in Long Beach, Jan. 26.

"We (California taxpaying printers) should not have to subsidize University of California Press," asserted Gordon Holmquist, Los Angeles printer and lithographer and vice president of the International Club of Printing House Craftsmen, who offered a resolution to put the Council on record. While conceding that the State University press can handle its purely domestic printing needs efficiently, Holmquist declared that "University of California printing should stay in California, where its funds come from taxpayers such as commercial printers.

Phil Ellsworth, president of the Los Angeles PIA, seconded the motion, which was followed by a recommendation from P. S. Packard of Arts & Crafts Press, San Diego, that Herbert Silvius of the Sacramento Printers Board of Trade and chairman of the council's executive committee, be equipped with formal letters from the eight groups in the Council when he discusses the problem with the university's faculty committee on book publishing in the near future.

Heads Mergenthaler Office

Jack C. Huie has been named manager of Mergenthaler Linotype Company's New York agency, succeeding E. D. Betts. Mr. Huie brings to the position some 26 years' experience in the graphic arts field, 14 of which have been with the Linotype Company.

Plan Western Pkg. Show

The 4th Western Packaging and Materials Handling Exposition, to be held in the Los Angeles Shrine Convention Hall, August 12-14, had an official invitation issued last month by Mayor Fletcher Bowron of Los Angeles.

As in the case of the three former

expositions, the activity will be under the direction of Clapp & Poliak, Inc., New York, exposition management firm.

Paper Meeting Feb. 18-21

The annual conventions of the American Pulp & Paper Assn. and of the Technical Assn. of the Pulp & Paper Industry (TAPPI) have been scheduled for February 18-21 at the Commodore Hotel, New York. The APPA meeting will be

at the Waldorf Astoria, Feb. 19-22.

C. W. Jones Moves Office

The New York office of C. Walker Jones Co. is now located in new and larger quarters at 155 Lafayette St., having moved from 132 Nassau St. In the new location stocks will be carried to provide better service to accounts in the New York area, a spokesman said. Personnel includes George Newbold, Tim Zeese, and Jack Evo.

HERE'S THE
GRAPHIC ARTS
SUPPLY STORY
in
1
WORD

From acetate to zinc — from copper to snake slips — you name it and BESCO will supply it. Yes, anything you need for the operation of your plant, you can get from this one reliable source. Complete stocks, fast courteous service from coast to coast, are but a few reasons why more and more engravers and lithographers are coming to BESCO for all of their supplies.

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CLEVELAND: 1051 Tower Avenue
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**GIVE THE PRESS A FAIR START TO
WIN EXTRA PROFIT**



The press will do a better job
when the ink is started right.

**BALDWIN INK
FOUNTAIN AGITATORS**

provide a consistent feed of
well mixed ink to the rollers,
which means more good sheets
and extra profit.

**For OFFSET and
LETTER PRESS**

The BALDWIN AGITATOR (licensed under Patent #2,234,754) is the only
ink agitator with a rotary mixing action—makes a complete sweep of the
fountain—one part to clean—quickly adjustable to "short fountains"—made by

WILLIAM GEGENHEIMER COMPANY
78 Roebling St. Brooklyn 11, N. Y.

Former IPI Head Dies

John M. Tuttle, 78, former president of International Printing Ink, died at his home in Sarasota, Fla., Jan. 23. A native of Des Moines, Mr. Tuttle joined the old Philip Ruxton printing ink firm in New York in 1896. He was with the firm for 30 years, and became vice president. In 1928 the firm became part of the newly formed International Printing Ink group, and Mr. Tuttle became the first president of IPI. He retired in 1937.

Seek Honor Man for Award

A search is on for a graphic arts personality to receive the annual Service-to-Industry Award, given by the Navigators, New York graphic arts organization, it was announced last month. Charles V. Morris, Reinhold-Gould, Inc. is chairman of the awards committee, which includes William H. Walling of Rogers-Kellogg-Stillson, Inc., president of the New York Employing Printers Assn., and Walter E. Soderstrom, executive vice president of the National Assn. of Photo-Lithographers.

Reports Sales Slow

Lithographic sales have been slow in various parts of the country, but a pick-up was noted during January, the National Assn. of Photo-Lithographers reported in a bulletin. Some shops were running at less than full weeks, and skilled men were working at scale wages rather than the common above-scale rates in the larger centers.

Adds Cutter in Poughkeepsie

Western Printing & Lithographing Co., Poughkeepsie, N. Y., recently added a Lawson 52" cutter to its facilities.

Reports on Private Plant

Two Multilith presses operated by the Illinois Agricultural Association in its Chicago headquarters handled 715 printing jobs in 1951, according to the secretary's annual report. Value of the 5,200,000 impressions turned out was placed at \$26,690. This farmers' organization with

183,721 members also uses two Mimeograph machines but most of its other printing requirements are handled by commercial printers. Products include a monthly magazine and vast quantities of booklets, circulars, broadsides and forms, part of which is produced by commercial offset. This work is done both for the I.A.A. and the 19 affiliate marketing, purchasing and service agencies and several insurance companies sponsored by it.

Potdevin Appoints Duerr

C. Edward Duerr has recently been appointed assistant sales manager of the paper bag machinery and printing press division of the Potdevin Machine Co., Brooklyn. Mr. Duerr has been associated with the paper converting and printing press industry for more than 20 years, including work with R. Hoe & Co., and the Goss Printing Press Co. He has been with Potdevin 14 years.

ONE! TWO! THREE! FOUR!

Practical Aids to Better Presswork

Your regular inks will print better—under all conditions—when you add these ink conditioners, according to simple directions. Results are uniform and positive! Your inks are always at printing peak. Many press troubles vanish!

Makes Good Ink Better

"33" INK CONDITIONER
For letterpress. With "33", presswork improves noticeably. Colors pop out with greater brilliancy. Halftones stay "sharp, clean, and open". Picking and tackiness are eliminated. Increases affinity of ink to paper. Makes good ink better.

"0-33" INK CONDITIONER
Developed particularly for litho and multilith. Similar in all qualities to "33". Saves time in wash-up. Smaller spray volume required. Ink flow is uniform. Less adjusting is required. Fewer re-runs are necessary.

"600" INK CONDITIONER
It does for light-bodied inks what "33" Ink Conditioners do for normal inks. You get greater overall print quality. Added bulk provides 15% to 30% greater coverage—at little extra cost. Unexcelled with gloss inks.

GLÄZCOTE INK CONDITIONER
Makes your REGULAR inks scratchproof. Gläzcote assures a tough, glossy, abrasion-proof finish. Add in small amounts, according to simple directions. It's a proved answer to one of printing's most troublesome problems. Try it in your shop.

Central COMPOUNDING COMPANY
1718 North Damen Avenue, Chicago 47, Illinois
IN CANADA—its CANADIAN FINE COLOR CO., LTD., TORONTO
Export Division: Guterman Co., Inc., 35 South William Street, New York 4, New York

*“... helping to keep
the business cycle
on an even keel . . .”*

HARRY B. HIGGINS
President, Pittsburgh Plate Glass Company



“The employees of Pittsburgh Plate Glass Company since 1946, have purchased \$9,488,510 in United States Savings Bonds through the Payroll Savings Plan. This accumulation of assets will be of inestimable value in helping to keep the business cycle on an even keel by maintaining purchasing power for the future.”

Payroll Savings—the plan that protects—pays the employer *triple* benefits:

- it makes a good employee a better one—a serious saver with a definite plan for personal security.
- as enrollment on the plan goes to 60%, 70% employee participation, productivity increases, absenteeism decreases and accident records go down.
- and as Mr. Higgins points out, the systematic purchase of Defense Bonds through the Payroll Savings Plan is building a tremendous reserve of purchasing power.

Let's point up the third employer benefit with a few figures:

- On September 30, 1951, individuals held Series E Bonds totaling \$34.6 Billion—more than \$4.6 greater than on V-J Day.
- During the five calendar years (1946-1950) Defense Bonds sales provided:

—Cash to retire \$3 Billion A-D Savings Bonds (maturing Series).

—Cash to meet \$24 Billion redemptions of E, F and G Bonds.

—\$6 Billion (after providing cash for the payments enumerated above) that the U.S. Treasury could use to pay off bank-held debt.

And the figures are getting better every day—between January 1, 1951 and November 1, 1951, 1,200,000 employed men and women joined the Payroll Savings Plan.

If the employee participation on your Payroll Savings Plan is less than 60%, phone, wire or write to Savings Bond Division, U.S. Treasury Department, Suite 700, Washington Building, Washington, D.C. Your State Director will be glad to show you how you can participate in the triple benefits of the Payroll Savings Plan.

The U.S. Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, the Advertising Council and

MODERN LITHOGRAPHY



Top Miller Men Shift

Gordon Montgomery has been elected chairman of the board of directors, and R. B. Tullis has been elected president of Miller Printing Machinery Co., Pittsburgh.

Mr. Montgomery is a member of the board of directors of the National Printing Equipment Assn. and a member of several Ordnance Association committees. Mr. Tullis, prior to his association with the Miller company, was assistant to the president of the Dictograph Corp. Since joining Miller some 15 years ago he has served in successive executive capacities in both the sales and manufacturing ends of the business.

This change will permit Mr. Montgomery to devote a part of his time to other interests, the company said.

Arvey Advances Buchan

Thomas M. Buchan has been appointed assistant sales manager of the Eastern Display Division of Arvey Corporation, mounters and finishers of advertising displays. Announcement of the advancement was made by Paul Godell, vice-president and general sales manager. Mr. Buchan, who has been with the firm for 10 years, will make his headquarters in the company's sales office, 100 East 42 St., New York.

Akron P. & L. Appoints

Election of Roy Lockwood as president was announced recently by the Akron Printing & Lithograph Co., Akron, Ohio. Mr. Lockwood, who has been vice president of the company, succeeds John Shepherd, whose resignation was accepted Dec. 1. Mr. Lockwood has been with the firm since it was organized in 1942.

New LTF Book Released

Lithographic Technical Foundation, 131 East 39th Street, New York, recently released a new book entitled "Lithographic Abstracts" which is a compilation of brief descriptions of books, articles, speeches, patents or developments of interest to lithographers during 1951. Priced

at \$2.00 a copy, the book is available from the Foundation.

Heer Printing Appoints

William F. Arnott, for 10 years associated with the New York advertising firm of Charles E. Cooper, Inc., has been named advertising manager of the F. J. Herr Printing Co., Columbus, Ohio. Since 1950, Mr. Arnott has been associated in a sales capacity with two Columbus radio and television stations.

Clopay Reports Net

Clopay Corp., Cincinnati, recently reported estimated net income of \$276,008, after provision of \$269,810 for federal income taxes, for the nine months ended Sept. 30, 1951. This was equal to 36 cents a share on common stock, after allocating \$24,624 to Class A stock. It compared with net income of \$99,011, or 11¢ a common share, in the like period of 1950. S. J. Johnson, president, pointed out the figures are subject to year-end adjustments.



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3M Opens Atlanta Branch

Opening of a new regional sales office and warehouse building in Atlanta, Ga., was announced early in February by Minnesota Mining & Manufacturing Co., St. Paul, Minn.

The new facilities, designed to permit better service to 3M customers in Georgia and neighboring states, are located at 732 Ashby St., N.W.

George E. Steck has been southeastern cellophane tape sales manager since 1948 when the company opened a sales office in Atlanta.

Russell D. Baird, formerly office manager of the firm's branch at High Point, N. C., has been named to a similar post in Atlanta.

The new office and warehouse building is similar to facilities opened by 3M within the past year at Buffalo, N.Y., Dallas, Tex., and Cleveland, O.

The firm manufactures cellophane and other pressure sensitive tapes, coated abrasives, "Scotchlite" Brand Reflective Sheeting adhesives, lithographic plates and other printing accessories, and other products.

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Joins Natl. Steel & Copper

The National Steel & Copper Plate Co., has announced that Hank Wiener, formerly national representative in charge of technical engineering services and sales for the Grafarc Division (arc lamps) of the Strong Electric Co., Toledo, Ohio, is now associated with the company as head of its new sales engineering and technical advisory service branch.

Mr. Wiener has specialized in light problems in lithography, gravure and photoengraving. He is a graduate of Colorado A & M and the Rochester Institute of Technology, but prior to that had "grown up" working in many phases of letterpress and offset printing, including a country weekly newspaper.

Cincinnati Co. Closes

Roy Galloway, has been appointed receiver for the Stark Printing & Lithographing Co., Cincinnati, by a court. The filed information alleged that the firm, although having sufficient assets to meet its obligations, was unable to continue operations, because of present business conditions.

Davidson Heads Conn. Club

Robert Davidson, Davidson & McKirky Co., Hartford, was elected president of the Connecticut Valley Litho Club at its annual meeting at the Bond Hotel, Hartford, February 1. He succeeds Edson B. Pierce, Muirson Label Co., Meriden, Conn.

Other officers are Robert B. Ervin, Muirson Label Co., first vice president; Walter B. Dulac, Rich Lithographing Co., Chicopee Falls, Mass., second vice president; C. J. Vandermark, Jr., Vandermark-Blake Co., Hartford, secretary; and Andrew Pagliaro, Holyoke Litho Co., Holyoke, Mass., treasurer.

Theodore Makarius, Pope & Gray, Inc., New York, addressed the club on pressroom problems, dealing in practical aspects of offset presswork and pressroom management.

The club plans its annual ladies night dinner dance for Saturday, March 22 at Lou Duncan's Restaurant, Meriden, Conn.

LITHO CLUB NEWS

Cleveland Hears, Sees A-Vs

Two groups of audio-visual aids featured the January meeting of the Cleveland Litho Club. The first dealing with lithographic ink, showed the processes employed in its manufacture, and the causes and cures of some of the troubles encountered in its use. The second film dealt with the process camera, its use and function in the graphic arts trade. Following the showing of each film there was a discussion period presided over by a panel of specialists in each subject. The panel on litho inks was Henry Glen, Copiyer Lithograph Corp.; Clarence Wolters, Unger Printing and Lithograph Co.; and Joseph Jednai, Smith & Setron Co. The panel on the process camera was Frank Payer, Rex Litho Plate Co.; Ralph Schneider, Sterling Plate Co.; and Harry Zollars, Copiyer Lithograph Corp.

The Audio-Visual films were furnished by L. T. F.

The club held its annual Christmas stag party December 6 at the regular meeting rooms in the Towne Club with 140 members and guests present.

During the dinner accordian music was played by Carl R. Henke, who works with his father, Gus Henke at Continental Lithograph Co. There was a brief address of welcome by the newly installed president, Sol D'Alessandro, and the presentation of a brief case to the retiring president, Andy Balika.

The club rounded out a busy month by again combining with the Cleveland Club of Printing House Craftsmen for a Christmas dinner dance and ladies night December 8, at Hotel Allerton. Attendance was 325 members and guests.

Douglas Smith, past president of the Cleveland Litho Club was master of ceremonies for the evening. Also present at the party were internation-



New officers of the Cleveland Litho Club for 1952 are Sol D'Alessandro (left), president; Henry Prokupek (right), vice president; Henry Huelner, Jr., secretary; and Farnik LeRue, treasurer. Andrew Balika, Copiyer Lithograph Corp., is the retiring president. New members of the board are John Braun, William Dunlap and Fred Hoelpler.

al president J. Homer Winkler and Mrs. Winkler, and international third vice president Tom Mahoney and Mrs. Mahoney of the Craftsmen Assn.

Cincinnati Tosses Questions

Members of the Cincinnati Litho Club were to participate in a question and answer forum at their February dinner meeting in Hotel Alms. Charles W. Brown, special agent in charge of the Cincinnati office of the FBI, discussed "The Criminal and Security Responsibilities of the FBI," at the monthly meeting on January 8.

New members introduced at the meeting were Carl Stopper, press superintendent, Young and Klein, Inc., and Ralph Eckert, pressroom superintendent, Nielsen Lithographing Co. More than 40 members and guests were present.

Is Your Club News Missing?

If news of your Litho Club does not appear here every month, designate a club officer or member to mail reports immediately following every meeting. Tell what happened at the meeting, and plans for future events as far in advance as possible. Send for our handy question form which you can fill in and mail to make the job easy.

Modern Lithography, 175 Fifth Ave., New York 10, N. Y.

Reports should reach us by the 25th of each month.

LITHO CLUB GUIDE

BALTIMORE

T. King Smith, Secy.
5720 Leith Walk
Baltimore 12, Md.

BOSTON

Domenic Bonanno, Secy.
Boston Offset Co.
166 Terrace St.
Roxbury 20, Mass.

CHICAGO

Michael H. Bruno, Secy.
Lithographic Technical Foundation
1800 S. Prairie Ave., Chicago 16

CINCINNATI

Harold Knippenberg, Secy.
Advance Decalcomania Co.
Cincinnati

CLEVELAND

Sol D'Alessandro, Pres.
Horn & Norris, Inc.
2729 Prospect Ave., Cleveland

CONNECTICUT VALLEY

C. J. Vandemark, Secy.
Vandemark Co.
133 Laurel St.
Hartford, Conn.

DALLAS

Lionel Burnham, Secy.
Beddoe Printing Co.
Dallas, Tex.

DAYTON

Edward Bode, Secy.
504 Marjorie Ave.
Dayton 4, Ohio

DETROIT

Erwin Stoetzer, Secy.
Walker Litho & Letter Service
66 E. Forest, Detroit 1, Mich.
Meets 2nd Thurs. at Carl's Chop House.

MILWAUKEE

Steven F. Karabem, Secy.
2421 N. 45 St.
Milwaukee 10, Wis.
Meets 4th Tuesday at the Miller Inn.

MONTRÉAL

Dave Riddell, president
Montreal Litho. Co., Montreal, Canada

NEW YORK

Hammond Sullivan, Secy.
1065 Lorraine Ave.
Union, N. J.
Meets 4th Wednesday, Building Trade Club

OMAHA

Roy Oplesky, Secy.
4515 N. 37th St., Omaha 11, Neb.

ONTARIO

Robert Elsie, Secy.
R. G. McLean, Ltd.
26 Lombard St., Toronto, Ont.

PHILADELPHIA

Joseph Winterburg, Secy.
622 Race Street.
Philadelphia 6.
Meets 4th Monday, Poor Richard Club.

ROCHESTER

Carl Bigger, Secy.
Rochester Offset Plate Corp.
89 Allen St., Rochester.

ST. LOUIS

Raymond Benz, Secy.
Halberg Press.

TWIN CITY

Harold Smith, Secy.
Route 2
Wayzata, Minn.

WASHINGTON

Fred J. Diegelmann, Secy.
PO Box 952, Benj. Franklin Sta.
Washington, D. C.
Meets 4th Tuesday.

NAT'L ASSN. OF LITHO CLUBS

Joseph Winterburg, Secy.
622 Race St., Philadelphia 6, Pa.

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Baltimore Hears Mazzaferrri

Joseph Mazzaferrri, Colorcraft Lithoplate Co., Philadelphia, and a past president of the Litho Club of Philadelphia, addressed the Litho Club of Baltimore at its January 21 meeting. He discussed new developments in offset, dwelling mostly in the field of photography, masking, color scanning and plates. The meeting was held at The Marling House, 20 E. Fayette St., a new location for the club, and 86 attended.

Program chairman Norman A. Heath, The Photo Litho Plate Graining Co., announced plans for the February and March meetings. J. David Marks, art director, Van Sant, Dugdale & Co., is to be the February speaker, with the subject "Advertising Agency Problems in Lithography." In March, Ed Parker, Parker Metal Decorating Co., will discuss personnel relations.

The club also is planning an oyster roast for Saturday, March 1, to be held at Hasslinger's Restaurant, Fayette and Luzerne Ave.

Another activity included a visit to the new Lord Baltimore Press plant February 11.

Soderstrom Addresses Club

Walter E. Soderstrom, executive vice president of the National Assn. of Photo-Lithographers, addressed the January 23 meeting of the Litho Club of New York, and told of his tour of lithographic plants in various European countries during a recent trip. He also gave an account of a visit to Israel and of conditions as he found them there. At the conclusion of his talk he was given a standing ovation.

Business of the evening included the formal election of the club's nominated officers for another year. Jacques Tisne, Schlegel Lithographing Corp., was re-elected president. Angelo Pustorino, Daniel Murphy & Co., was named vice president; John Collison, Rode & Brand Div., Stecher-Traung Litho Corp., treasurer; and Hammond Sullivan, American Direct Mail Co., secretary.

Members of the board of govern-

ors are Leonard Adams, Oberly & Newell Litho Co., Dante Mazzocco, Eureka Photo Offset Engraving, Inc.; Arthur Schuldt, Prudential Life Insurance Co.; Don Revegno, Sweeney Litho Co.; Otto Hilpl, Schlegel Lithographing Corp.; Wm. Schmitt, Zeece, Wilkinson, Dillon, Inc.; Rene Daubenbis, Offset Engravers Associates; George Thompson, Litho Chemical & Supply Co.; Daniel Ford, Peter J. Mallon, Inc.; and August

Schneberg, Meehan-Tooker Co.

The club's annual ladies night was scheduled for Feb. 23 at the Biltmore Hotel. Michael Annick, Rutherford Machinery Div., was general chairman and Don Revegno had charge of reservations. This dinner-dance event was to replace the regular February meeting. The next regular meeting will be Wednesday, March 26 at the Building Trades Club, 2 Park Ave.

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Morgan Heads Chicago Club



The Chicago Lithographers Club, at its annual business meeting, Jan. 24, elected William O. Morgan as president for the current year. Mr. Morgan, who is general manager of the Chicago Lithographic Institute, had served as vice president during 1951. He succeeds Lester von Plachecki of Process Litho Arts, who automatically became a member of the board of governors. Other officers elected are: vice president—Elton Baker of John Dickinson Schneider; secretary—James Ludford, Chicago Litho Plate Graining Co., and treasurer—Ralph Graham, Continental Can Co.

Members of the board of governors include these elected officers, with two past presidents, Mr. von Plachecki and Jack Hagen of Midland Paper Co., and Wm. Scharmer of Edwards & Deutsch Lithographing Co.

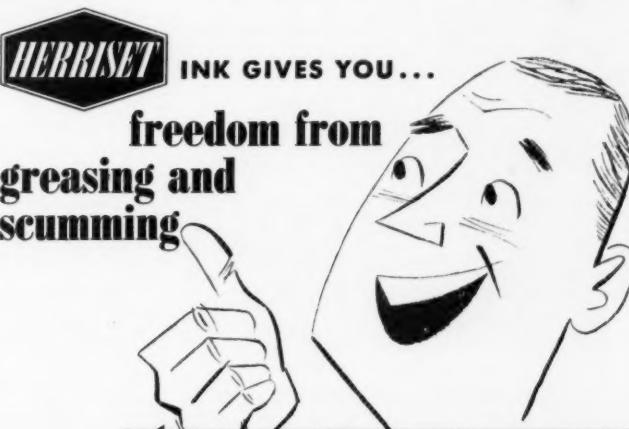
Committee chairmen named by Mr. Morgan are: educational—Stewart Grau, Miehle Printing Press & Mfg. Co.; entertainment—Ray Goss, Inland Litho Co.; membership—Fred Zeitz, Roberts & Porter; sickness and visitation—James Murray, Gaetjens, Berger & Wirth; technical information—Frank Preucil, Chicago Rotoprint Co.

Dick Phelps of Central Can Co. was named sergeant-at-arms and the recently revived club bulletin, "Hi Lites" will be staffed by Fred Skow of *Graphic Arts Monthly* as editor in chief, and Herb Bloomberg, Veritone Co. as production manager.

Despite a snowstorm and near zero temperature, 64 members turned out for the meeting at the Hamilton Hotel. Five new members were enrolled, bringing total membership of the Chicago Club to 165. Following the business session Al Brown of the Chicago Lithographic Institute Staff presented a travelog with colored slides made on one of his summer vacation trips through Guatemala. In addition, he also showed a number of his photos which have won prizes in

national contests, together with several unique photo studies of animal and insect life in which he has specialized.

On the social side the Chicago Club's "Ladies Night" dinner dance was to be held Feb. 16 in the Red Lacquer Room at the Palmer House. Advance arrangements were made for a crowd of 350, which was expected to be the largest turnout for this event in the Chicago Club's history.



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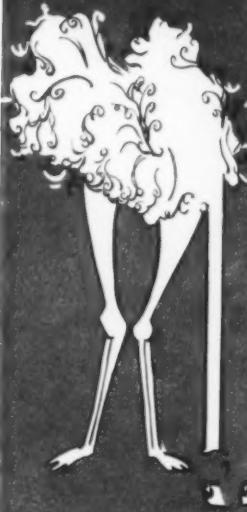
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Rice to Speak at Capital

Peter A. Rice, sales manager, Printing Division, Electric Boat Co., New York, is to be the speaker at the February 26 meeting of the Washington Litho Club. Mr. Rice, who has had many years of experience in the trade in pressroom work, will discuss some phases of this subject. He will also present a motion picture "Silent Service" on the submarine activity of World War II.

At the club's January meeting Burton M. Langhenry, assistant vice president of the Acacia Mutual Life Insurance Co., Washington, addressed the club on the subject "Are Your Public Relations Showing?".

New members of the club, announced in January, are Basil B. Benson, C. O. Monk, Inc.; Douglas B. Jenkins, Jr., Williams & Heintz Co.; C. Thomas Mitchell, Darby Printing Co.; Emanuel J. Fontana, Fontana Litho Co.; Edgar J. Fagan, Davidson Corp.; Robert O. Baker, Joseph A. McSweeney and Henry Paolini, Mid City Litho Co.

With the January meeting the club inaugurated a new meeting location, the Continental Hotel, near the Union Station. This hotel was the location of the club's first meetings several years ago.

Rochester Hears Clark

Speaking before the Rochester Litho Club last month, Stanley S. Clark, branch manager of the Interchemical Corp., Printing Ink Division, Buffalo, discussed the latest methods of inking procedures and showed a moving picture on "Rainbows to Order". He also showed stages of production from dry color to finished ink in the can.

The meeting, held at the Rochester German Club, was attended by 42 members and guests, among them Henry Huefner, Cleveland, and William Gegenheimer, New York. Edward Florack, plant foreman for Great Lakes Press, Rochester, was elected to serve on the board of governors.

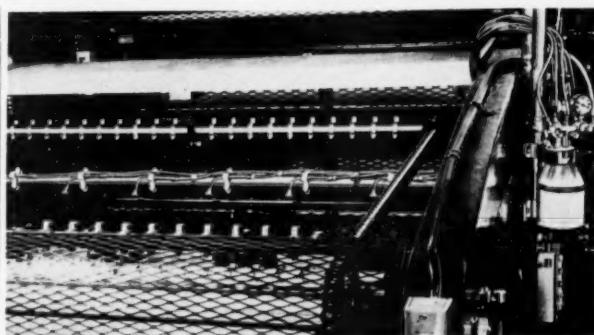
The next meeting was to be held February 12, at the Rochester German Club. The guest speaker was

to be John Kronenberg, S. D. Warren Co., speaking on "Modern Printing Papers".

Convention Plans Advancing

Plans are advancing for the annual convention of the National Assn. of Litho Clubs, according to an announcement by Joseph Winterburg, of the Philadelphia Club, who is NALC secretary. The convention, to be held at the Ben Franklin Hotel, Philadelphia, May 16 and 17, is to

include two full days of events. Business sessions will fill much of the first day, while the second day, Saturday, will feature some talks and other events. A luncheon is scheduled for each day with a prominent man as speaker, Mr. Winterburg said, and the annual banquet is to be held Saturday evening. Committees are being formed in Philadelphia to carry out arrangement details, he said. Anthony Capello of Philadelphia, is NALC president.



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Phila. Crowd Tops Record

An attendance of 170 members and guests topped the record of the Litho Club of Philadelphia at its annual Quiz Night, January 14, club president Joseph Kneble announced. The meeting was moved up two weeks to tie in with Printing Week. The meeting was held at the Poor Richard Club.

With Walter Blattenberger of Zabel Brothers Co. as moderator, the four-man panel put in a solid two hours bandying questions on all phases of lithography. Panel members were John E. Fleming, Edward Stern & Co., on cameraz work; Charles E. Work, Graphic Arts, Inc., on platemaking; Pete Ferrigno, Butler & Ferrigno, on presswork; and William Montoux, Sinclair & Valentine Co., on inks.

The club's annual ladies night dinner dance was planned for February 2 at the Bellevue-Stratford Hotel. Frank Ferrigno was general chairman of arrangements for the affair.

The club's regular February meeting is to be Monday, February 25 at the Poor Richard Club. Walter Arader of Edward Stern & Co., is to speak on manpower problems in lithography as related to training and education programs.

Ontario Club Elects

Graham Matthews, Sampson Matthews Paper Ltd., was elected president of the Ontario Litho Club at its annual meeting held January 9, at the King Edward Hotel. Also elected were: Lyman G. Henderson, Davis & Henderson, Ltd., as vice-president and Robert Elgie, R. G. McLean, Ltd., as secretary-treasurer. Directors elected were: Vince Black, Canadian Fine Color Co., Ltd., Frank Johnson, Brigdens Ltd., and Max Lamb, Dymont Ltd. Gavin Clark, Rolph Clark Stone, Ltd., is the past president of the organization.

Plan Chicago Offset Night

The Chicago Club of Printing House Craftsmen has scheduled its annual "Offset Night" for Feb. 19 at the Furniture Club and has as-

signed Thos. P. Mahoney, plant manager, the Regensteiner Corp., as master of ceremonies. Technical authorities were to discuss various phases of lithographic production and serve as a panel of experts for a round table discussion following the speaking. Listed as speakers in the early announcement of the program are Michel H. Bruno, research manager, Lithographic Technical Foundation, Arthur Shadlen, superintendent, Regensteiner Corp., Raymond W. Jacobbi, technician, Bowers Printing Ink

Co., Gradie Oakes, president, Process Color Plate Co. and Paul C. Craig, sales manager, Champion Paper & Fiber Co. An exhibit of offset lithography, assembled by Mr. Mahoney and R. Hunter Middleton of Ludlow Typograph Co., also was to be shown.

Ralph A. McDonnell, assistant press foreman, I. S. Berlin Press, Chicago, was among a class of five candidates received into membership by the Chicago Club of Printing House Craftsmen at its January meeting.

TICCO

THE SHORT NAME FOR
INK THAT'S LONG IN QUALITY!

TICCO is the easy way to specify ink by Triangle Ink & Color Company . . . something that more and more of the finest printers and lithographers are doing every day.

TICCO ink means perfect pigmentation . . . accurate color matching from can to can. It means correct consistency, economical "SPREAD" and fast drying characteristics.

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ALL THE GOOD THINGS
THE RIGHT INK CAN
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WITH A BACKGROUND OF
27 YEARS
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we can give you a grain that will show better results in your pressroom.

All sizes new plates for both Harris and Webendorfer Presses, in stock for immediate delivery.

Graining and regraining of Aluminum and Zinc Plates.

We specialize in regraining Multilith Plates.

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Schultz

**DEEP
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Proved dependable and economical in leading litho plants for more than a decade You too will find it profitable to standardize on Schultz Chemicals for all your deep etch requirements.

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EQUIPMENT SUPPLIES, SERVICES, BULLETINS

New Reversing Lens

A straight line image reversing lens, for use on lithographic cameras and other graphic arts cameras, has been introduced by the C. P. Goerz American Optical Co., 317 East 34 St., New York 16, N. Y. The lens, called Goerz Huebner Artar reverse lens, is manufactured under a Huebner patent, and contains a built-in reversing prism within the lens barrel. According to the company literature, the image passing through the lens comes out exactly reversed, "sharp, and without distortion; color separated images are in exact register." It supersedes right angle cameras, striping films and delayed action operations, according to the manufacturer. It can be mounted on any camera in the same way that other lenses are mounted. The lens mechanism can be rotated by hand or can be motor controlled. A diaphragm control and a holder for color separation filters are part of the lens equipment.

A catalog is available from the firm which describes the reverser as well as other Goerz products.

Uses Copying Device for Proofs

A method of submitting proofs to customers without making film negatives is reported by Sam Hinds, art director of Reynolds & Reynolds, Dayton, Ohio printing and lithographing concern. A Foto-Flo copying machine manufactured by The Haloid Co., Rochester, N.Y. is used for making photocopies of emblems, lettering and similar copy. This type of proof enables the customer to make changes in his copy without excessive charges for author's changes, Mr. Hinds says. This method of

handling proofs eases the work on the company's large cameras.

In addition, Mr. Hinds reports that full tone copy prints in sizes up to 18" x 24" for retouching for reproduction also are produced by the machine which is semi-automatic in operation and operates in daylight without a darkroom.

Demonstrates Bristols

The use of bristol stock for various types of offset products is demonstrated in a portfolio distributed to paper merchants and others by Linton Brothers and Co., Fitchburg, Mass. One part of the folder holds three different examples of the same offset halftone reproduced on various finishes of the company's bristols. Other samples show covers for folders, manuals, and other uses of the stocks.

Offer Clipping Art Book

"Ad-Art Book No. 1" was announced last month by Mail-Ad, 6238 Wilshire Blvd., Los Angeles 48, Calif. The 64 page, 6 x 9" book contains 620 illustrations suitable for clipping out and using for reproduction copy. Drawings are by Bob Sandmeyer of the Mail-Ad art staff. Other books with other artists' work will follow. It is priced at \$5.00.

Marketing British Machines

Literature describing several British graphic arts machines is available from Marac Machinery Corp., 1819 Broadway, New York 23, N. Y. The company is marketing numbering and perforating machines, rotogravure presses, and aniline presses. All of the machines are described in several models. All are made by James Halley & Sons, Ltd., of England.

New Color Aptitude Test

The Federation of Paint and Varnish Clubs was to make the first public presentation of the new, revised edition of the Inter-Society Color Council color aptitude test at the ISCC Color Exhibit, to be held in connection with the 21st Annual Meeting of the Council, on February 7, 8, and 9, at the Hotel Statler, New York. The test is designed to be administered to prospective candidates for jobs in which the ability to make fine color discriminations is essential. Color matching is a personal aptitude and cannot be learned by anyone lacking the innate ability to observe small color differences, the Council says. It is anticipated that a half-hour spent with the color aptitude test during an interview will save many months of futile, costly training only to discover that the candidate had no color matching ability in the first place. The test will be useful in any industry where color discrimination is an important factor in product control, it was said.

Information is available from the Federation office, 1524 Chestnut St., Philadelphia 2, Pa.

Sample Metallic Plastics

An assortment of metallic acetates and polystyrenes is shown in a new six-page descriptive folder now available through Coating Products, 136 W. 21 St., New York 11, N. Y. A color chart showing the range of colors and finishes is also offered.

The metallic plastics come in every standard color as well as many tints, and can be formed and folded, die-cut, stitched or sewn, laminated or glued, embossed and printed upon with silk-screen, lithography or gravure.



Black Magic with "MAX-ARID"

HANCO

MAXIMUM DRYNESS

"Super-Speed" Drying OFFSET BLACK & COLORS

SATISFACTION GUARANTEED

"MAX-ARID" meets all requirements for an ink that sets almost instantly, provides proper density of color on a wide range of paper and an ink that handles easily.

Free SAMPLE

Contact your Distributor . . . or send TODAY for the FREE SAMPLE and try "Max-Arid" yourself.

- Super-Speed drying allows almost immediate delivery of rush jobs on coated papers. Uncoated papers can be backed up in 1 to 2 hours.
- Cuts time between press run and folding . . . without offset.
- Fuller body assures stronger color and complete coverage.
- Proved by the most exacting pressroom use.
- Complete range of COLORS, with the same "Max-Arid" construction for quick setting and drying, is available.
- May be mixed or blended with regular offset inks to improve their setting and drying powers.
- For all offset presses.

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HAS MADE OUR PLANT THE WORLD'S LARGEST

We Specialize in all sizes

MULTILITH and DAVIDSON PLATES

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All sizes ZINC and

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Brooklyn 22, N. Y.

Harris Introduces "Graphic"

"Graphic", a large size, full color brochure, demonstrating fine color lithography, was issued in January by Harris-Seybold Co., Cleveland. Issued as number 1 of a series, the publication is to be published quarterly "for executives of the graphic arts industry". It is 11 x 14" and contains eight pages on heavy offset stock.

The initial issue features blowups of four-color process lithography, letterpress and gravure in characteristic dot structures. They are from photomicrographs made in the Harris laboratories and are reproduced in 120, 133 and 150 line screen reproduction. They make an interesting study for a craftsman with a glass.

The center spread is devoted to four-color reproductions of historic Harris offset presses. The first successful two-color offset press, 1921; the first four-color offset press in America, 1931; and the first double delivery four-color offset press, 1951, are shown. Harris advertisements typical of these years also are reproduced in full-color miniatures. A fine line reproduction of a scratchboard drawing is featured in the opening pages. "The Old Leather Chair" shown is one used by Charles G. Harris, one of the company founders who developed many of the early press principles.

Last pages of the brochure show the Harris "flying pressroom" being used by the armed forces, and a full color reproduction of one of the current series of Harris lithographed inserts appearing in "Modern Lithography" and other magazines.

Demonstrates New Press

The Harris 21 x 28" single color offset press was demonstrated in the new offices of Harris-Seybold Co., on the ground floor, 33 S. 20 St., Philadelphia, during Printing Week. Ralph H. Randall, manager of the company's Philadelphia district, was host.

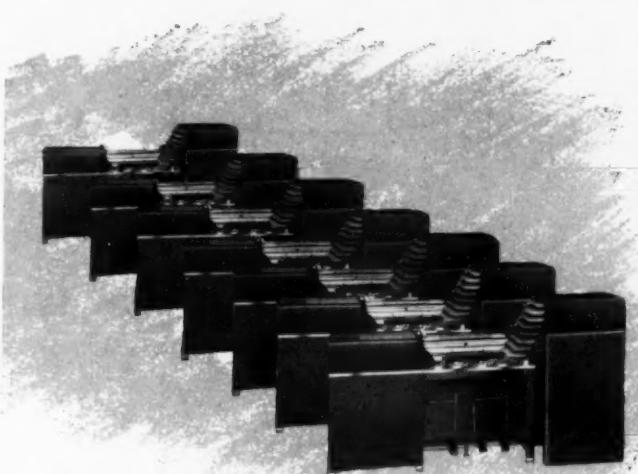
New Frame Unit

Colwell Litho Products, Minneapolis, recently announced the development of Model B "Colight" exposure frame unit for processing pre-

sensitized litho plates. Compact and portable and containing an automatic exposure-time control unit, the unit permits almost instantaneous reproduction from any stripped negative. According to the announcement, the machine is constructed of heavy gauge metal, measures 20" x 18" x 8" and has an exposure area of 12½ x 18". It weighs about 40 pounds. A feature of the device, it was stated, is a latticed directional glass that prevents admission of cross-rays of light and thus eliminates under-cutting or dot spread on halftone work.

Paisley Buys Chicago Firm

Murray Stempel, executive vice president of Paisley Products, Inc., Chicago, announced Jan. 25 that his firm has purchased the plant, equipment, formulas and manufacturing processes of the 50 year old Layton Elastic Glue Co., also of Chicago. The acquisition will be operated as a subsidiary of the Paisley Company. The present technical and plant staff of Layton will continue to operate the branch plant to maintain the same manufacturing technique and standard of quality as in the past, he said.



JCM's work in large plants too!

In Chicago an internationally known organization* of lithographers and engravers with the ability to do the finest work—whether it be the production of currency or a printed form, uses seven JCM Semi-Automatic Collating and Tipping Machines in the daily production of quality forms. You too can profit by the installation of a JCM. Don't delay—get the facts by writing at once to—

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104 BROOKLINE AVE.

BOSTON 15, MASS.

500 S. CLINTON STREET
CHICAGO 7, ILLINOIS

22 E. 29TH STREET
NEW YORK CITY

Presensitized Aluminum Plates

Sunset Plates 2452 Fletcher Drive, Los Angeles 39, Calif., has announced the availability of its new presensitized aluminum lithographic plate in a range of five sizes, for use on the Multilith 1250, 1300, and 2066 presses, as well as the Webendorfer "Little Chief" and Davidson 221 models. According to Rubin Kaufman, company president, the Sunset Tri-Ply presensitized plate is the first metallic pre-sensitized plate to be of-

fered to the trade in these larger sizes.

Field trials have shown that the plates offer ease of handling, durability of image, and dimensional stability, according to Mr. Kaufman. Plates have been placed in production within four minutes of removing them from the package, and have consistently yielded runs of over 25,000, according to the manufacturer.

Sunset Plates, Inc., was organized in 1951 by Mr. Kaufman for the

purpose of putting into production the results of almost three years of research on presensitized plates. Mr. Kaufman formerly was with Premier Graining Co., Inc., Chicago, manufacturers of marble-grained plates. Premier will act as Sunset's distributor throughout the East and Mid-West, the announcement stated.

New Desensitizer

Minnesota Mining and Mfg. Co., St. Paul, Minn., recently announced a new desensitizer for short run use with "3M" brand sensitized aluminum photo-offset plates. The new material is especially designed for short runs up to 5000 copies. Its use permits offset printers to process such plates in a matter of seconds according to the announcement.

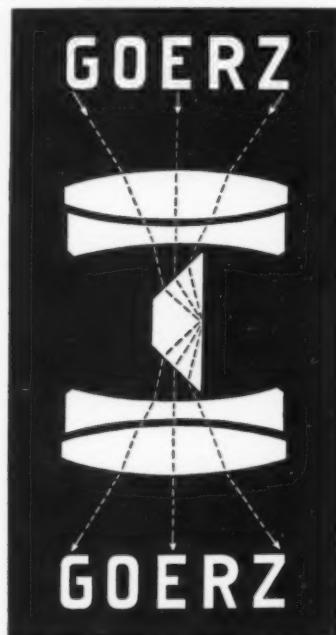
The new desensitizer, a colorless liquid, is applied with a soft sponge and flushed off with fountain solution right on the press. The invisible image picks up ink rapidly and becomes visible once the press is operated. Distribution of the new product is through lithographic supply houses nationally.

New Plates for Newspapers

A zinc coated magnesium plate, etched for relief printing, has been developed for newspaper printing in runs under 100,000. The men who developed the newly announced plate are W. F. Alexander, superintendent of engraving of the *Cleveland Press*, and R. W. Hendrich of the Wire Coating and Manufacturing Co. The plates envision the use of photo-type-setting, plate exposure and fast etching. This would eliminate hot metal typesetting, mat making and stereo casting as used at present by newspapers. Duplicate plates by the new method would not be economical, the developers said. Halftone screens up to 100 line can be used, they said.

Issue Photo Catalog

Burke and James, Inc., 321 S. Wabash Ave., Chicago 4, Ill., has just issued a new "Catalog of Photo Equipment" including lenses and darkroom equipment.



ARTAR REVERSE LENS

(Pat. HUEBNER)

Easily mounted on any camera, it supersedes all other image reversers, right angle cameras, stripping films and delayed action operations.

The image passing through this lens comes out straight on the face of the negative—sharp and without distortion. Color separation images register exactly.

For illustrated catalog and detailed information, write Dept. ML-1.

Quality Lenses for over half a century

C. P. GOERZ AMERICAN
OPTICAL COMPANY

Office and Factory

317 EAST 34th STREET, NEW YORK 16, N. Y.



Appoints Representatives

Several firms have been appointed as representatives of the Merritt Lacey Corp., Newark, N.J., manufacturers of the Lacey-Luci process camera, the company announced in January. They are Dixie Type & Supply, Birmingham, Ala., Eastman Kodak Stores in Los Angeles, Des Moines, Boston, Pittsburgh, Dallas, Salt Lake City, and Milwaukee; A. E. Heinsohn, Denver; Printing & Photo Offset Supply, Miami; Manton Brothers, Toronto; and Smart Supply, Los Angeles.

The process camera and the Lacey-Luci Art Aid and Camera both utilize the contact screen in conjunction with a pressure back for the making of halftones, the company says.

Markets Carbon Ribbon Device

A device for feeding and rewinding a carbon ribbon for any kind of typewriter is being marketed by William R. Butler, Box 29, Forest Park, Ill. The device utilizes two spools which attach to the desk and these

hold the one-time use ribbon, bypassing the regular spools on the typewriter. Descriptive literature is available.

Changes at Lanston Monotype

George E. Tribble, president of Lanston Monotype Machine Co., Philadelphia, announced the resignation February 1, of Stanley E. Haigh as vice president in charge of sales. He also announced the appointment of Clyde H. Throckmorton to be responsible for sales administration and promotion, and Carl C. Sorensen for sales engineering.

Mr. Throckmorton is the corporate secretary and will continue to hold that office. For a number of years, he was with the Sperry Corp., New York, eventually working with the chairman of the board. Following this, he was assistant to the vice president of the American Broadcasting Co. For the two years preceding his joining the company in June of 1951, he was associated with the

publisher of *The Nashville Tennessean*.

Mr. Sorensen has been with the Monotype company since 1935, when he was employed as an apprentice. He went through the various Monotype schools and in recent years has been in the engineering department. He has just returned from a two-month visit at The Monotype Corp. in England, where he studied their procedures and manufacturing methods. He also visited foundries and manufacturers of printing equipment on the Continent.

As the first step in an expansion program for its sales organization, the company also announces the employment of Melvyn J. Mickevici as a technical assistant in the home office. Mr. Mickevici is a graduate of Massachusetts Institute of Technology, and was a member of professor Arthur C. Hardy's group in the study of color. Before joining the company, he was a sales engineer with J. W. Greer in Cambridge, Mass., in their New York office.

Fingertip Information on Gallery Problems

in the Newest Cramer Publication

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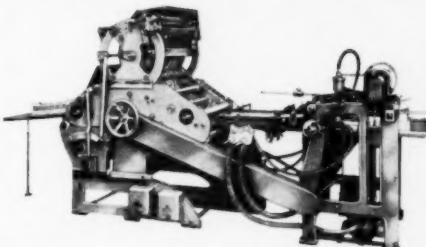
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Keep Numbering and Perforating PROFITS in your own shop!



With the Holley Rotary Numbering and Perforating Machine you can handle such jobs with speed and profit. It is simple to operate and reliable. Can be made-ready and operated with unskilled labor. Hand-fed or automatic—your choice.

Up to 96 numbering boxes may be used on a 23 x 28" sheet. Savings from 50 percent to 66 2/3 percent over other present methods.

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MARAC MACHINERY CORPORATION

1819 BROADWAY

NEW YORK 23, N.Y.

MIDWAY NON-SCRATCH DRYER

When hard drying is essential, use MIDWAY-SCRATCH DRYER to assure thorough drying, and to make it possible for you to back up forms in the shortest possible time. The following features make MIDWAY the number one dryer choice for lithographers:

- Will not dry on press, either running or standing, thus eliminating costly washups.
- Will not crystallize, thus ideal for color overprinting.
- Exact quantity used not critical. Will improve the working qualities of ink even when accidentally used in excess.
- Crystal clear, 100% transparent.
- Low in cost. Its incorporation actually lowers the cost of litho inks.

We are basic producers of the ingredients, and through control of the raw material can offer a completely uniform finished dryer.

MIDWAY NON-SCRATCH DRYER can be purchased in following containers:

- 1, 2½, 5 and 10-lb. cans.
- 30 and 55 gal. drums.
- or in other containers to suit user's convenience.

From a can.....to a carload.

Send for free trial sample

MIDWAY LITHO SUPPLY CO.

253 County Ave., Secaucus, N. J., UNION 3-1440

Your Answers to today's Pressroom Problems!

NOW-

GET YOUR NUMBERING MACHINES

REALLY CLEAN!

USE ANCHOR'S

NUMBERING MACHINE CLEANER NO. 909

- LEAVES PROTECTIVE OIL FILM
- NO MORE STICKING, DRAGGING, JUMPING, NEEDLESS REPAIRS

• IDEAL FOR PATENT BASE HOOKS AND KEYS

Anchor that WORKUP!

WITH ANCHOR'S
NON-WORK-UP-FLUID

- Non-Inflammable
- Prevents Workups
- Simple to Use
- Economical
- Completely Washes Away

See your dealer today—get them right away!



ANCHOR CHEMICAL CO., Inc.

"SOLUTIONS FOR PRINTERS' PROBLEMS"
829 BERGEN ST., BROOKLYN 16, N. Y. MAIN 2-9084

Now!

COLOR
REGISTERING TIME
CUT UP TO 40% 1200 or 1250
Multilith

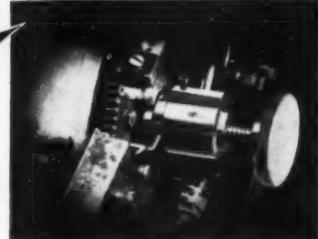
Save time!

Cut Costs! Better work!
Try 10 days FREE—at our risk!

"MICRO-REGISTER"



Stationary
Plate Positioning
Wrench



END your color registering headaches NOW! END time-wasting fumbling, wrench-hunting, cylinder slippage, needless blanket cleanups! With the new STATIONARY Micro-Register Wrench, color registering is fast, simple, positive! Attach in 10 minutes, no drilling! Try 10 days FREE, our risk! Write TODAY!

LITHO ENGINEERING & RESEARCH
3237 Eastlake Ave.

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Try
Reliable Grained Plates
for
LONGER PRESS RUNS

- ★ The pioneer plate grainers of America.
- ★ All plates are marble grained.
- ★ Mill selected metal used exclusively.

REliable is far more than just part of our name. It means to our customers that our plates can be depended on to give first-class results because from start to finish the graining is handled by experts of long experience. Our plates are made right to work right—they are reliable!

Reliable Lithographic Plate Co., Inc.

17-27 Vanderwater St., New York 7, N. Y.

BEEKMAN 3-4508 and 3-4531

N. Y. Firm Bankrupt

The Lewis C. Young Lithographing Co., 312 E. 23 St., New York, was adjudicated bankrupt during January.

TECHNICAL BRIEFS

(Continued from Page 47)

pages). Maintenance of presses is described. When oiling: 1. provide correct amt. of oil; 2. clean off grease fittings before applying grease; 3. clean press thoroughly every six months; 4. keep gears clean and oiled; 5. check cam follower rollers frequently; 6. oil chains well; 7. clean up rust spots with "Crocus cloth." Feeder and inking unit maintenance is described. The inking unit should be thoroughly cleaned when changing colors. Check form rollers frequently. Water buckets, sponges, and water fountain should be cleaned at stated intervals. Maintenance of delivery and electrical units is also covered. Cleanliness is the first requisite.

Graphic Arts—General

Destaticizing Process. U. S. Patent 2,502,138. Charles K. Bump and Harold F. Park. *Chemical Abstracts* 45, No. 22, November 25, 1951, Column 10440. Nonconductors, such as glass, wood, paper, and many natural and synthetic organic materials, are rendered resistant to electrostatic excitation for years when placed near radioactive mixtures containing B or Be. The nonconductor must contain 0.05 parts per 100 of Sb, Zn, Ag, or other metals.

***How Dangerous Are Radioactive Static Eliminators?** C. W. Wallhausen. *Am. Paper Converter* 25, No. 10, October, 1951, Pages 14, 34 and 36. The author discusses some of the misconceptions with regard to the industrial use of standard radioactive static elimination devices. He emphasizes that the eliminators constitute a closely controlled source of a very small amount of radioactivity and that, with the proper precautions, hazardous conditions can be avoided. *Bulletin of the Institute of Paper Chemistry* 22, No. 3, November, 1951, Page 199. ★★

NASHVILLE PLANT

(Continued from Page 37)

the use of lead footings. Rubber blocks were tried under at least one press and there immediately developed sufficient play from vibration to almost pull the feeder section and press apart.

Wood box forms were built while the press was still elevated on the moving skids and melted lead (most of it consisting of reclaimed and remelted type slugs and scraps) was poured in to form solid footings between the press box and the concrete floor. Heavy oak timbers are used under smaller units, with bolts

through press frames and base timbers being sunk and leaded in the concrete floor.

All power conduits are overhead and leads to individual motors run down nearest concrete columns to the floor and through the wood blocks to the motor.

Roof Parking, Locker Rooms

For years Pathenon Press had faced the problem of providing parking space for approximately 400 employees' cars at a plant site too far up town for adequate parking. Added to this was the additional time required for an employee to find parking space, often a distance from the plant, and then reach the locker room and prepare for work. Both of these problems have been satisfactorily solved by the roof parking and roof locker rooms now provided following completion of the expansion program. Separate "up" and "down" ramps afford entrance and exit to the parking area.

Spaces for the 400 cars are marked off and numbered on the roof and each employee with a car is assigned a parking spot number. One attendant is on duty on the roof full time with a second to help at shift time to see that parking rules are observed. There is, of course, no charge to the employee for parking privileges.

The employee leaves his car and goes directly into the locker room where he dresses for work, then reaches the workroom by way of a stairway. Minimum time is required for parking, and for changing clothes in the locker room. Locker space and shower rooms are provided for 456 persons, equally divided between male and female employees of the plant. ★★

PAPER CONTROL

(Continued from Page 33)

ample of a lithographer using these techniques. The Schlegel Lithographing Corporation, New York, under the technical direction of Richard Shaffer, also has employed this new management tool.

Those who are in the high quality bracket of lithography should note

**Step
and
Repeat!**

*Not a machine for
sale but a service
to supplement your
plate department.*



We specialize in negatives, positives or complete plates for single or multi-color work such as labels, razor blade wrappers, precision instruments on metal or plastic, metal toys, etc.



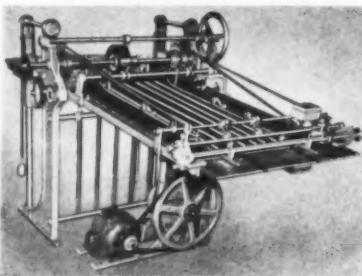
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DOES HAND FEEDING EAT UP YOUR VARNISHING PROFITS?



McAdams special pneumatic feeding unit can be attached to your present or new varnishing equipment.

This feeder has been thoroughly tested for automatic operating and control of speed — either slow or fast, as may be required.

If you are now feeding by hand, it will pay you to learn how to save this labor expense and still maintain your present standard of quality work. Write for Varnishing Feeder Information-M.

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CHICAGO LITHO PLATE GRAINING CO.

INCORPORATED
COMPLETE OFFSET PLATE SERVICE

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Le Page's New Offset Profit Maker

New Plate Making Unit

Le Page's Surface Coating
Le Page's Hardener

1. A Plate Coating Unaffected by Atmospheric Conditions.
2. Perfect Reproduction of Every Dot and Line.
3. It Finishes the Job. Runs up in the Thousands.
4. Consistent Results. No change in your present procedure.

Send for the New Plate Making Unit—Only \$4.50
Guaranteed. Use coupon, please!

Le Page's Graphic Arts Dept.
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Send your \$4.50 Plate Making Unit to—

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UNIFORM COVERAGE!

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guaranteed
features

of the
N-110 ARC LAMP

as well as

UNIFORM COLOR
UNIFORM INTENSITY
REDUCED EXPOSURE TIME
& POWER COSTS

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ORDER NOW
FOR A 30 DAY FREE TRIAL

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OR WRITE

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that the folding box industry although highly competitive within itself is making the greatest strides in the use of this new management tool as a method of increasing quality. This probably is due to the critical eye of the housewife in self service stores, plus the constant demand of quality minded national advertisers. Spear-headed by the work of B. E. Sooy, the Gardner Board and Carton Company, Middletown, Ohio, has set up statistical quality control not only in the paper mill but also in the printing plant. Others who have installed or are in the process of installing this program include: The Alford Co., Empire Box Corp., and S. Curtis and Sons, all operating single and multi-colored printing presses. They evaluate statistically the quality of their raw material, their press work and their final output.

These companies are now finding that the folding box company's buyers are creating situations which can be met best only by showing their control chart with their invoices.

In addition to these reasons for a controlled product, the folding box printer and label house are selling products which are going into more and more complicated production lines so that precision becomes more vital. In view of the fact that many of these national advertisers carry on statistical quality control programs in their own processing, it becomes inevitable that they will demand the same of their suppliers where precision and control of the known variables is a necessity.

One of the largest buyers of cartons or labels in the country said recently that the statistical quality control program of one of his suppliers did not answer all the quality problems that he had when the job was delivered, but recently he has been giving all his new labels and cartons to this box plant where controls are used. In this way, when the company has troubles with a new package, this service at least can tell him where it is and how much of it he has. This means, of course, that this quality controlled printing plant is

introduced to all the new package problems before his competitors get them.

While such statistical quality control can be used in the field of evaluation of the raw material as well as the processing of it, do not forget that another by-product of such control is a very accurate measurement of the value of the raw material inventory and an opportunity for better economical control of it. As the market conditions change, the buyer is constantly posted on the proper control of his inventory, and for the first time can keep it in the constant position of top quality values per ton.

We have observed many cases already where the proper use of this new tool is paying direct dividends in cost and quality. ★★

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(For more on statistical quality control of paper see *BUSINESS WEEK*, Jan. 19, Pg. 84. — Editor.)



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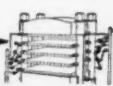
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Closing date: 25th of preceding month.

Help Wanted:

STRIPPER: Must be experienced in 2 and 3 color work. Top wages and overtime. Write or call Printing Service Co., 642 S. Main St., Dayton, Ohio, phone Hemlock 5835 reversing charges.

PRESSMAN: Process color. LTV and LTG Harris presses. Air conditioned plant. Quality essential. Forty hours. Steady. Write Holsing Litho Co., 5049 Yukon N.W., Canton 8, Ohio.

TOP NOTCH ARTIST: Young man familiar with masking, able to head department. High salary. Mid-west trade shop. Ideal working conditions. Address Box 902, c/o *Modern Lithography*.

ESTIMATOR: Experienced, for progressive printing and lithographing plant, San Francisco Bay area. Must be familiar with complete plant operations. Salary open. Write full details, personal and business history to Box 903, c/o *Modern Lithography*.

ART DIRECTOR: Practical experienced artist to supervise all reproduction art work for printing and lithographing plant. San Francisco Bay area. Salary open. Write full details, personal history and business experience to Box 904, c/o *Modern Lithography*.

LITHOGRAPHER: Working knowledge photography and platemaking—intelligent, neat appearance, technical background, desirable. Sales and service position, New York area. Give full particulars and salary. Address Box 909, c/o *Modern Lithography*.

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EXPERIENCED PRESSMAN who knows offset press work from A to Z, who is interested in producing quality work in a large size combination offset-letterpress plant. Requires a good many years of background. Philadelphia area. Send confidential details to Box 919, c/o *Modern Lithography*.

DOT ETCH ARTIST for steady employment in one of the nation's leading manufacturers of quality packaging materials. Address Box 920, c/o *Modern Lithography*.

Situations Wanted:

VETERAN, OFFSET PRINTING SCHOOL graduate desires trainee position in any phase of lithography, platemaking preferred. Salary secondary. Address Box 905, c/o *Modern Lithography*.

CAMERAMAN: Thoroughly experienced in line, halftone and color work. Can also do platemaking and stripping. Will locate anywhere. Address Box 906, c/o *Modern Lithography*.

OFFSET PRESSMAN: Top quality man. Eighteen years experience small single color to 42x58 two-color. Web feed multi-color. Day side only. Sober, healthy, reliable. Address Box 907, c/o *Modern Lithography*.

COLOR PHOTOGRAPHER - ARTIST - STRIPPER - PRESSMAN - PLATEMAKER: Have practical experience on 17 x 22 or 22 x 30 presses, but do not want pressman's job.

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OFFSET PRESSMAN experienced black and white also some color, line and halftone. Prefer New Mexico or west Texas. Address Box 915, c/o *Modern Lithography*.

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(Turn the Page Please)

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FOR SALE: Harris lithographic presses. Harris Model LSM 42x58 four color. Harris Model LSG 46-1/2x68-1/2 two color. Harris Model LSH 50x69 four color. Harris-Seybold Co., 4510 E. 71st St., Cleveland 5, Ohio.

FOR SALE: One used Traung 45x65 hydraulic transfer press in excellent condition. Capable of taking 50x68 size plates. Located in metropolitan New York. Available immediately. Address Box 911, c/o *Modern Lithography*.

FOR SALE: One Robertson 24" metal gallery-type camera. One Robertson 20" all metal gallery-type camera complete with lamps, lens, Douthitt system and scale focusing in excellent condition and ready for delivery. Artercrafts Engraving Co., St. Joseph 4, Missouri.

FOR SALE: 30" Goerz artar lens color corrected, focal length 29.6912. 24" Carl Zeiss apochromat lens, color corrected, 1.9-F-59CM. One-half price. Address Box 912, c/o *Modern Lithography*.

FOR SALE: New vacuum printing frame and whirler 22x34 plates, \$735.00. Gelb and Macbeth printing and camera lamps. Douthitt T.C. sink. Robertson D.R. camera. Singer Engineering Co., 248 Mulberry St., New York City.

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Sealed bids will be received until 10:00 a.m. Central Standard Time, March 11, 1952, in the Office of the Business Manager, Main University, Main Building 102, Austin, Texas. Proposal Forms may be obtained from the Office of the Business Manager, Main University, Austin, Texas.

A cashier's check or certified check in an amount of not less than ten per cent of the total bid must accompany each bid. The University reserves the right to reject any or all bids. The University of Texas-Main University, By: Mr. Jack G. Taylor, Business Manager.

Miscellaneous:

EXCELLENT QUALITY completely integrated lithographic plant has one of our new two-color Miehle 61 presses available during 1952. Experienced, seasoned management and master craftsmen wish to serve one customer who can handle all or a portion of this precision press capacity. Schedules and prices can be worked out on a mutually satisfactory basis. Convenient midwest location. Address Box 913, c/o *Modern Lithography*.

LITHOGRAPHING COMPANY for sale in metropolitan area of over 200,000 within 200 miles of Chicago. Established 4 years. Complete equipment, including new building. Original cost \$138,000. Due to retirement of partners will offer for sale at \$75,000 net to owners. Responsible party can handle for \$20,000 cash. Address Box 917, c/o *Modern Lithography*.

TECHNICAL MAN AVAILABLE: Chemist, experienced platemaking, knowledge film, presswork, reproduction processes. Sales and executive ability, contacts in government and civilian lithographers. Married. Interested technical sales. Box No. 922, *Modern Lithography*.

Issue More Offset Data

Data sheets on production standards for 22 additional offset presses were issued in January by the Printing Industry of America, and mailed to the association's "PAR" subscribers. The new data cover presses from 26 x 40 up to 52 x 76 in multicolor models. Information is available from PIA, 719 Fifteenth St., N.W., Washington 5, D.C.

Allot Steel for Plants

Structural steel allotments for expansion of printing and publishing

plants during the first quarter of 1952 are 169 tons, the National Production Authority announced recently. This was reported in a recent bulletin of the National Assn. of Photo-Lithographers.

See Favorable Zinc Outlook

A favorable outlook for a satisfactory supply of zinc for years to come is given in a booklet "Facts About Zinc" recently issued by the American Zinc Institute, Inc., New York. The booklet, sent to *Modern Lithography* by Warren Johnson of Illinois Zinc Co., Chicago, states that while for the immediate future the zinc supply will remain somewhat tight, "so far as the long range view is concerned, there are strong indications that supply and requirements can be brought into balance by other means than restricting use." "A steady flow of zinc from the mines and smelters for many years to come" is promised by world supplies and reserves, the booklet states in summary.

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MODERN LITHOGRAPHY, February, 1952

AIGA Shows Winners

Winning entries of the Printing for Commerce Show, sponsored by the American Institute of Graphic Arts, were on display in New York during Printing Week and until February 2. They were to be shown in Washington, D. C. beginning Feb. 11, and are to be in the N. W. Ayer gallery in Philadelphia during March. The exhibit includes 179 examples of commercial printing by all processes.

Car Card Prices Exempt

Car cards and other display advertising in transportation vehicles are exempt from price ceilings, the Office of Price Stabilization announced last month. They were specifically decontrolled by Amendment 7 to General Overriding Regulation 14. Other media already exempted include newspapers, magazines, and radio.

PRICE REGULATION

(Continued from Page 35)

security books, tally books, time books, tourist registers, used car records, and wage rate books.

(3) Columnar pads, such as accounting pads and analysis pads.

(4) Detachable forms, such as bill heads, bills of lading, business blanks, check books, correspondence books, draft books, invoice books, note books, order books, package receipt books, parcel post records, purchase order books, receipt books, remittance books, rent receipt books, sales books, statements, trade acceptance and warrants.

(5) Memorandum books, such as appointment books, memo books, data books, diaries, pass books, telephone-address books, telephone call pads, and travelers' expense books.

(6) Scrap book type books, such as autograph books, matchbook albums, photograph albums, post card albums, record albums, and scrap books.

(7) Books for personal use, such as baby books, brides' books, budget books, family expense books, graduation books, household expense books, pocket wallets for stamp, receipt books, service books, stamp approval books, trip books, and wedding books.

(8) Miscellaneous blank books, such as bookkeeping blanks, composition books, letter copying books, note books, perforated scratch pads, stenographers' note books, and students' note books.

(b) Looseleaf binders and covers, including but not limited to:

- (1) Chain binders.
- (2) Compression binders.
- (3) Ledger binders.

(4) Magazine type, single and multi-blade binders.

(5) Prong binders.

(6) Ring binders.

(7) Screw, post and screw post binders

and covers.

(8) Storage and transfer binders.

(9) Binders and covers with fastening devices other than above.

(10) Spring binders, sheet and chart holders and clip binders.

(c) Plain and faint-ruled fillers and printed commercial forms, produced for use in any of the looseleaf binders or covers above specified.

(d) Indexes, indexing systems, index tables and blank division sheets for indexing purposes, to supplement any of the looseleaf binders and covers listed above.

(e) Greeting cards and related products, as follows:

(1) Greeting cards.

(2) Souvenir post cards.

(3) Gift money holders.

(4) Mottoes.

(5) Social stationery, printed, engraved or plain, including but not limited to:

(1) Papeteries: Matching paper and envelopes boxed or packaged together or separately.

(2) Package or pound papers, and packages or pound envelopes, or both.

(3) Correspondence quire or ream goods.

(4) Paper and paperboard writing portfolios and similar containers sold together with personal correspondence paper or envelopes, or both.

(5) Announcements (weddings, births, deaths, etc.) paper, cards and envelopes, or both.

(6) Invitations (weddings, occasions, etc.) paper, cards and envelopes, or both.

(7) Calling cards, personal or business.

(8) Book plates, ownership or library classification labels.

(9) Social calendars.

(g) Tablets, pads and related products, as follows:

(1) Composition books.

(2) Drawing papers.

(3) Exercise books.

(4) Graph papers.

(5) Plain and faint-ruled looseleaf fillers.

(6) Memorandum books.

(7) Music books (blank).

(8) Music papers (blank).

(9) Note books.

(10) Pads.

(11) Quadrille pads and papers.

(12) Ruled papers.

(13) Second sheets.

(14) Stenographer's note books.

(15) Tablets.

(16) Typewriter papers.

(17) Ream papers, plain or ruled.

(h) Commercial supplies, as follows:

(1) Bonds.

(2) Certificates.

(3) Commercial forms.

(4) Commercial letterheads.

(5) Currency.

(6) File folders.

(7) Guide cards.

(8) Index cards.

(9) Labels, package wraps, and bands.

(10) Legal forms and contracts.

(11) Ruled legal papers.

(12) Blotters.

(13) Wallpaper.

(14) Safety paper.

(15) Unframed printed pictures.

(16) Envelopes printed by a person other than the manufacturer of the envelope.

Appendix B Services

This regulation shall apply to the services of publishing, printing, typesetting, photoengraving, platemaking, binding, and related services rendered in connection with:

(a) The commodities listed in Appendix A of this regulation.

(b) All papers, paperboard, cellophane, paper back foil, and flexible film packaging material other than those listed in General Overriding Regulation 8 when such services are performed by persons engaged primarily in the business of publishing, printing, typesetting, photoengraving, platemaking, binding or rendering related services or any combination thereof.

Sec. 3. Exemptions

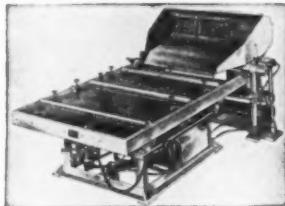
The provisions of this regulation shall not be applicable to sales and purchases of those commodities and services exempted from price control by subparagraphs (2) and (3) of section 1 (a) of General Overriding Regulation 8 which reads as follows:

(2) Sales of commodities whose primary value depends upon editorial content, expression of ideas or dissemination of information and the rates, fees, charges, or compensation for the services of printing, publishing, typesetting, platemaking, binding, or related services in connection with such commodities, including but not limited to books, magazines, periodicals, newspapers, materials furnished for publication by any press association or feature service, pamphlets, leaflets, sheet music, music rolls, stamp albums, globes, maps, charts, catalogs, directories, programs, house organs, menus, advertising matter printed on paper (except such articles as containers, labels, and book matches, not including special reproduction book matches and the packaging thereof, the form of which serves a purpose other than that of advertising), time tables, tariffs and price lists.

(3) Sales of all papers and paper products when sold by persons engaged primarily in the business of publishing, printing, typesetting, platemaking, binding, or rendering related services, or any combination thereof, whose total gross sales in the calendar year 1950 of printed papers and printed paper products and services in connection therewith did not exceed \$50,000. This exemption applies in any subsequent year when such total gross sales in the preceding calendar year did not exceed \$50,000: *Provided*, That record of such total gross sales for 1950 and any subsequent year of printed paper and printed paper products and services in connection therewith be maintained and preserved for inspection by the Office of Price Stabilization for the life of the Defense Production Act of 1950 and for two years thereafter. ★★

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Technical Assn. of the Graphic Arts, annual meeting, Carter Hotel, Cleveland, May 5-6.

National Assn. of Litho Clubs, annual convention, Ben Franklin Hotel, Philadelphia, May 16, 17.

Lithographers National Assn., annual convention, The Greenbrier, White Sulphur Springs, W. Va., June 10-13.

International Assn. of Printing House Craftsmen, annual convention, Jefferson Hotel, St. Louis, Aug. 10-13, 1952.

Printing Industry of America, annual convention, Chase Hotel, St. Louis, October 12-18.

National Assn. of Photo-Lithographers, annual convention and exhibits, New Yorker Hotel, New York, Nov. 5-8.

National Metal Decorators Assn., annual meeting, Shamrock Hotel, Houston, Tex., Oct. 27-30.

Litho Schools

CANADA—Ryerson Institute of Technology, School of Graphic Arts, 50 Gould St., Toronto, Ont., Canada.

CHICAGO—Chicago Lithographic Institute, Glessner House, 1800 S. Prairie Ave., Chicago 16, Ill.

CINCINNATI—Ohio Mechanics Institute, Cincinnati, Ohio.

LOS ANGELES—Los Angeles Junior College, 1636 S. Oliver St., Los Angeles 15, Calif.

MINNEAPOLIS—Dunwoody Industrial Institute, 818 Wayzata Blvd., Minneapolis 3, Minn.

MURKIN—Southern School of Printing, 1514 South St., Nashville, Tenn.

NEW YORK—New York Trade School, Lithographic Department, 312 East 67 St., New York, N. Y.

OKLAHOMA—Oklahoma A & M Technical School, Graphic Arts Dept., Stillwater, Okla.

ROCHESTER—Rochester Institute of Technology, Dept. of Publishing & Printing, 65 Plymouth Ave., South, Rochester 8, N. Y.

PITTSBURGH—Carnegie Institute of Technology, Dept. of Printing Administration, Pittsburgh.

SAN FRANCISCO—San Francisco Printing Trade School, San Francisco, Calif.

SAN FRANCISCO—City College of San Francisco, Ocean and Phelan Aves., Graphic Arts Department.

ST. LOUIS—David Ranken, Jr., School of Mechanical Trades, 4431 Finney St., St. Louis 8, Mo.

WEST VIRGINIA—W. Va. Institute of Technology, Montgomery, W. Va.

Trade Directory

Lithographic Tech. Foundation
Wade E. Griswold, Exec. Dir.
131 East 39 St., New York 16, N. Y.

National Association of Photo-Lithographers
Walter E. Soderstrom, Exec. Secy.
317 West 45 St., New York 19, N. Y.

Lithographers National Association
W. Floyd Maxwell, Exec. Dir.
420 Lexington Ave., New York 17, N. Y.

National Assn. of Litho Clubs
Joseph H. Winterberg, Secy.
622 Race St., Phila. 6, Pa.

Printing Industry of America
James R. Brackett, Gen. Mgr.
719 15th St., N. W., Washington 5, D. C.

International Assn. of Printing House Craftsmen
P. E. Old, Exec. Secy.
18 E. Fourth St., Cincinnati 2

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TALE ENDS

PRICE control has come to the graphic arts as you will read as you thumb through this magazine toward the front. In case this worries you, take new hope from the following news which broke in the OPS the same day. Price ceilings were removed from dinosaur skeletons, sundials, "non-edible" food, clay pigeons, bowling pins and cigarette rolling machines. So now when you go out into the open market to buy any of these items, keep in mind that the government doesn't care anymore if you get clipped.

(Editor's Note: "Non-edible" food includes wax fruit, for instance. Whether restaurants come under this classification was not clear at press time.)

★

Package wrap printing was on TV in January when operations at Milprint, Inc., Milwaukee, were flickered across the land. The "Industry on Parade" show took packaging from original design to finished item. A network of stations in 50 cities carried the show.

★

A commercial offset plant in Boston, with a legitimate business "front" serves as one of a wide network of communist party secret printing facilities in the U. S. according to a series of articles on communism running in the *New York Herald-Tribune* during January. The particular installment, referring to "standby" press facilities for the communists, appeared in the Jan. 31 issue, in the series "I Led Three Lives", by Herbert A. Philbrick, a former counterspy. Specimens of work turned out on these Boston presses are on file with the FBI, the article states, and other work turned out on the same equipment can be traced.

Much of the party's standby equipment is kept in dead storage, where also is stored paper, ink and other supplies, stockpiled against the day

when the commy press is driven underground. Other equipment is kept on an operating basis behind innocent looking business fronts, according to the article.

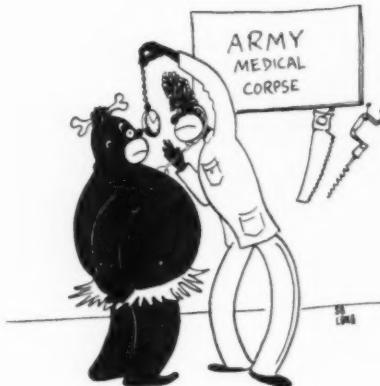
This is not the first reference to such communist activity. The magazine called *The Reporter* published an article more than a year ago stating that communists had heavy

financial interests in many types of legitimate business, including printing.

★

"I wonder if the 'security virus' hasn't entered the business bloodstream, too. We hesitate to take chances, we like to let well enough alone. The economic graveyard is filled with the remains of businesses that died of security sickness." So quoth Arthur A. Wetzel, Milwaukee lithographer and printer who heads PIA, as he spoke during Printing Week in St. Louis. The security complex can affect business as well as labor, he warned.

Examination . . .



THE Army examines all recruits to eliminate physical duds. It's a good idea with advertising too. Check up and find out if you really are covering markets which you do and can sell. Or do you get 80% waste? Of course, if it is the field of lithography which you want to cover, everybody knows the magazine is

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